


The Beaver

A Journal of Progress




Laden with skins from the north,
 Beaver and bear and raccoon,
 Marten and mink from the polar belts,
 Otter and ermine and sable pelts—
 The spoils of the hunter's moon.

—Pauline Johnson.



Devoted to The Interests of Those Who Serve The Hudson's Bay Company

From Pioneer Trading Post to Great Department Store

H.B.C. Edmonton Retail Establishment—Outgrowth of Old Trading Post—Has Seen Many Extensions of Quarters to Keep Pace With Mounting Trade

By J. PREST, Associate Editor

ABOUT one hundred and twenty-four years ago a small party of traders and voyageurs crossed the boundless prairies of what is now Saskatchewan and Alberta, to a point on the banks of the mighty Saskatchewan and located a trading post. This party of intrepid voyageurs had journeyed from an outpost a few miles from where the city of Brandon stands today. The remains of the stockades which surrounded the fort from which they departed are still to be seen at the bend of the river a few miles to the east of the city of Brandon.

In founding the trading post on the banks of the Saskatchewan, the trader in charge of the party named it Fort Edmonton, after a village which is now a suburb of London, England, possibly owing to it being his birthplace or for other sentimental reasons.

At that time the whole of Canada, except a few scattered settlements in

Quebec, was a vast, primeval wilderness, peopled by war-like Indians and abounding in game and fur-bearing animals of every description. Where now seas of grain stretch as far as the eye can reach, tens upon tens of thousands of buffalo roamed.

The fur-bearing animals were the magnets which drew the "Adventurers" to this rich land on the banks of the Saskatchewan, and for some seventy-five years after the founding of Fort Edmonton no effort was directed to wresting any other item of profit from the country.

The savage Indian tribes were gradually being pacified by the lure of trinkets, beads, colored cloth, guns, kettles, axes and other products of utility brought in by civilized man, in return for the spoils of the chase.

In this way, Fort Edmonton gradually became the trading center for numerous tribes of Indians that roamed from as far south as the boundary line to as far north as Chipewyan and west to the Rocky Mountains.

The Crees and Stony tribes were always on friendly terms with the Hudson's Bay Company and even to this day the descendants of these tribes, who are now quartered on reservations in the vicinity, swear by the H.B.C. when trading. On the other hand the southern tribes, which were principally Blackfeet



Photo of H.B.C. Fort in 1888. This was the last building to be occupied by the Company before opening the store on Jasper in 1890. The original Fort was built in 1798, the remains which are seen at the left.

and Crows, were persistently unfriendly, and many were the tribal wars between these southern Indians and the Crees from the north bank of the Saskatchewan.

Up to as late as 1875, the old Fort was enclosed by a high stockade which extended along the river front from 110th Street to almost where the power plant stands today. The original fort was built in 1796 close to this site. This was washed away during a flood, after about seventeen years' service. The second fort was built near the spot where our palatial parliament buildings stand today, and the remains of this old landmark were but recently torn down in order to level off the grounds for scenic purposes. The old fort stood sentinel for a hundred and six years, a monument to British enterprise and a haven of refuge to both red and white man.

The fort was under the command of a chief factor who, in the early days, was a most resplendent figure in cockade and with bejewelled sword. The men who comprised the garrison were chiefly hardy Scots from the north of Scotland and the Orkney Islands. They were signed on for service with the Company much the same way as in the army or navy, and never was there greater loyalty shown than by these rugged Scots from the Old Land.

Following in the wake of the Hudson's Bay Company came another element. In the early sixties, the Saskatchewan began to attract miners and other adventurous spirits in search of gold. These men proved a curse and a blessing in one, in that they attracted the attention of the Dominion government and awakened it to the necessity of providing some means of police protection for the peaceful citizens of the land. However it was not until 1874 that any definite action was taken,



The first frame store to be erected on the present site
103rd and Jasper Ave. in 1894.

when the first detachment of the Royal Northwest Mounted Police was dispatched westward.

The coming of the police was the third progressive step in hewing civilization from the wilderness. Then followed the early pioneer settler, tracking across the great prairies from the east with strings of ox waggon bound for the golden west. The whiskey bootlegger also began to appear, and one of the first steps of the Royal Northwest Mounted Police was to stamp out the illicit whiskey traffic, which was at the bottom of every crime committed by the Indians.

In 1885 the Riel rebellion broke out, and Fort Edmonton assumed a degree of importance as a refuge from the frenzied Indians and half-breeds for all the scattered settlers then in the country. Several years elapsed before any pronounced forward movement began, and then the rancher and homesteader began to arrive in ever-increasing numbers.

A town began to spring up on the south side of the Saskatchewan which was known as Strathcona, now Edmonton South. This town received its first impetus through the arrival of the C.P.R. on the south side of the river in 1891. About this time settlement began to increase considerably on the north bank of the river, so the Hudson's Bay Company decided to



The first brick building, located on the present site, corner 103rd and Jasper Ave., 1905

build a small store on the trail which ran along the crest of the hill, now Jasper Avenue.

The first building on Jasper Avenue was erected in 1890 on the corner of Fraser Avenue (97th Street), a most unpretentious structure of one story. This building was occupied for about three years in conjunction with the old fort below the hill which still flourished as a trading centre. In 1894, the Company decided to build a large store further west on Jasper Avenue. The site chosen was the one, at present occupied by the Hudson's Bay Company, on the corner of 103rd Street and Jasper Avenue. At that time the location was far removed from the few buildings which constituted the village of Edmonton, and oldtimers were wont to discuss the sanity of the powers that were in making such an incomprehensible move at that time, but present conditions have fully justified the foresight and wisdom of building on this site, which was soon destined to become the centre of the business section of Greater Edmonton.

Here a two-story frame building was eventually erected and a general mercantile business carried on by H.B.C. In those days the building was considered Edmonton's finest business establishment and was thought to express the latest word in modern progressiveness.

In 1896, a year or so after this building was completed, the Klondike gold rush attracted adventurers from all parts of the world, and Edmonton thus received its first real publicity.

Thousands attempted to make the overland trip from Edmonton to the gold fields, an undertaking which was not only foolhardy but totally impracticable. The two thousand miles northwest to the Klondike regions were then an unexplored and

totally unknown wilderness of forest, muskeg, river and stream. Of all who started on this mad gold rush from Edmonton not more than two or three ever reached their destination. Many turned back disheartened to Edmonton, but still greater numbers were swallowed up in this vast unknown land of the north never again to be heard of. From time to time the remains of waggons and other paraphernalia of outfits which attempted the impossible are found at the bottom of gullies, hundreds of miles to the north, silent spectres of man's lust for gold.

It was perhaps the immense business the H.B.C. Store and other concerns were doing in Edmonton, outfitting prospectors and miners, which was chiefly responsible for the era of prosperity which soon followed. The country began to settle up very rapidly and business with the Hudson's Bay Company assumed such large proportions that the two-story frame building was soon found to be inadequate. The store was moved back to a lot on 103rd Street, directly in the rear of the present store, and there used as a fur headquarters. The excavations were commenced in 1904 for a three-story brick structure, giving a total of 40,000 square feet of floor space. This building was completed in 1905 and was planned to take care of the Company's business for many years, even taking

into consideration that Edmonton was fast developing into a metropolis.

Indians and half-breeds, traders and trappers, however, still contributed the bulk of the business at that period, and many were the humorous incidents which took place in this store. The elevators were a continual source of wonderment to the redskins, and it was some considerable time before the Indians could be induced to enter one. The large mirrors which reflected their own image were also looked upon with suspicion.

On treaty day the old traditional custom of tying the money to the end of a poplar sapling and presenting it to the trader in that manner, was strictly adhered to by the chiefs. At this time it was the manager of the store who unfastened the treaty money and then made a short address, bidding them welcome and assuring them of fair treatment as befitted the Hudson's Bay Company. An interpreter was of course required in both instances. The Indians would then begin the serious business of purchasing goods to the amount of the treaty money allowed. Gorgeous colored cashmeres, plaid shawls, Hudson's Bay blankets, colored feathers and beads were always much in demand.

The store at such times presented a sight never to be forgotten. Well dressed townspeople in the season's latest fashions intermingling with Indians gaily bedecked and painted, squaws huddled on the floor, placidly smoking, a striking contrast of the past and present. However this was soon to pass, for as the city grew, these customs gradually died out for more conventional ways of doing business.

For the first two years, only the first floor and part of the second floor of the building was

occupied, but the population of Edmonton exceeded even the wildest expectations in rapid growth. Business grew as a consequence, and the remainder of the building was taken over.

In 1906 the C.N.R. entered Edmonton and was followed in 1910 by the Grand Trunk Pacific railway, and in 1913 the Canadian Pacific railway crossed the river by the high level bridge.

In 1911 another extension was deemed necessary in order to accommodate the ever-increasing business of the Company, and another story was added to the building.

In 1912 still another addition was commenced on the site of the old frame store, just to the rear of the present brick building. Here a modern six-story brick warehouse was erected to be occupied by the wholesale department, district and land office and tobacco department.

Construction work was also started on a new six-story addition to the present mercantile establishment. This gave the store seventy thousand square feet of floor space, and brought to Edmonton a thoroughly modern department store worthy of the largest eastern cities.

However, even with this greatly augmented floor space, the ever-increasing business has compelled a still further extension. In 1919 the six-

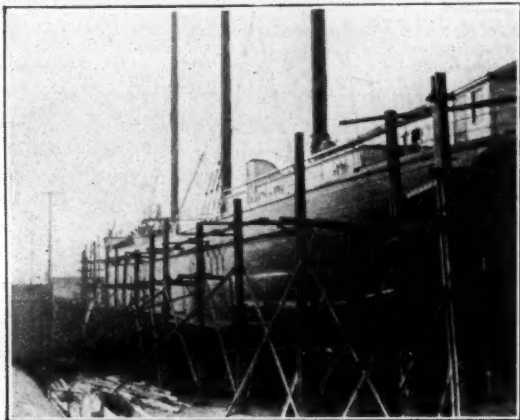


Photo showing the present H.B.C. store, corner of 103rd and Jasper Ave. and also the newly occupied annex at the rear of the main building. Staff now employed three hundred and fifty.

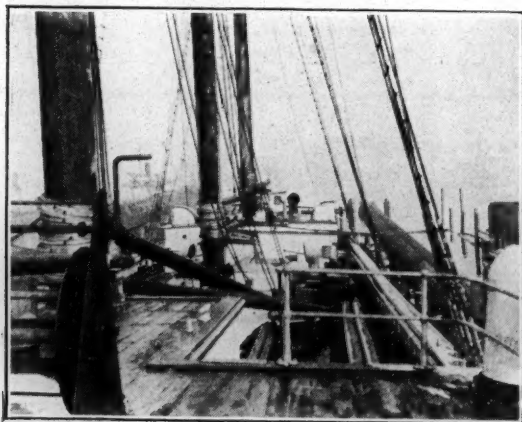
story brick structure across the lane at the rear of the store, which had been occupied by the wholesale department and district offices, was joined to the retail store by bridging the lane.

Edmonton now has one of the largest department stores in Canada. Every effort is being made to keep abreast of the times, and Edmontonians can be assured that other extensions will follow when conditions warrant that will be a credit to Edmonton and the traditions of the Hudson's Bay Company.

From a lonely trading post to a modern department store is an evolution which is being duplicated by others of the Company's Stores, and which could only have been made possible by the strict adherence to the Company's high standards of merchandising.



THE "Lady Kindersley," H. B. C. auxiliary schooner as she appears under construction in Vancouver shipyards for service in the Company's Western Arctic trade. This new addition to the H. B. C. supply fleet is expected to make her first trip into northern waters this summer. Her length is two hundred feet and beam thirty-six feet. She is built of wood, with iron-bark sheathing, and rigged as a 3-masted schooner with auxiliary oil engines for reserve power.



It Happened in India

The Curious Case of the Black Snake and the Robber on the Road to Meerut

As related by Mr. R. E. Evans, of the H.B.C. Land Department, Winnipeg, who saw eleven years' service as a Sergeant-Major in the 1st King's Dragoon Guards of the British Army in India.

WHILE I was stationed at Meerut, in the northwest provinces of India, during the summer of 1881, a very curious case was tried before the contonment magistrate. A wealthy Hindoo merchant who lived in Umballa was called away on business to Peshawar. After arriving there he found he would require a further sum of money to complete his deal, so he sent instructions to his wife to get the money and bring it to him at Meerut.

The money was carefully weighed out and put into netted bags which are used for that purpose and stowed away into the *shigram*, a four-wheeled, covered carriage used by the natives of India. It was drawn by two strong, trotting bullocks.

All went well for a few days, as the lady had a strong guard with her in addition to her woman servant; but one day they stopped to rest by the roadside, as it was hot. Within a few miles of Meerut, a band of *dacoits* (robbers) spied them and thought it would be an easy job to rob them, even if they got nothing for the trouble but the jewelry worn by the women.

They rushed the small camp and beat the native guard, who promptly ran away and left the poor women to their fate. When the robbers had relieved the victims of their bangles and armlets and other articles of jewelry, they threw the lady down a dry well and bound up the servant; then they searched the *shigram* and found the bags of rupees. The chief of the robbers sought a way to quiet the poor lady who lay like "truth" at the "bottom of the well" and was rather irritating him with her shrieks and prayers to the various gods she knew by name to come to her assistance.

A remarkable thing then happened. Just as the thug was in the act of casting a big stone down upon his victim, an enormous black snake, which was lying on the branch of a Nim tree that

stood near the well, suddenly glided down and seized the robber and wound itself round him and the tree. When the rest of the gang saw the plight their leader was in they threw down the sack containing the rupees and fled for their lives. His shrieks of terror soon brought a crowd of villagers on the scene, who quickly bound him, and as soon as the villagers had seized the robber, the black snake glided off into the undergrowth. While some of the party marched him into Meerut and handed him over to the police, the others rescued the lady and her servant and restored their property and finally escorted them to Meerut, very little the worse for their adventure. All the gang was captured very easily, as they imagined that the black snake who had captured their leader was the famous goddess *Kali Nag*.

George M. puts Quietus on Tormentors with Wolf and Beaver Story

By R. O. OTTEN
Hudson Post, Ontario

GEORGE M. had just entered the service of "The Gentlemen Adventurers, Trading Into Hudson Bay." He came from the land of oatcakes and careful living, and was as green as the grass, and easily filled up with all the tales of the adventures of his brother apprentice-clerks. With their excellent knowledge of the country, gained in the previous year, they found George an "easy mark." They at last persuaded him to invest in a rifle, warning him that it would be tantamount to suicide to venture on a trip without one, as the wolves were so plentiful.

George was at last detailed for a trip to one of the outposts and upon his return was again set onto by his tormentors. They asked him if he had seen any wolves on his trip, and were rather surprised when George told them that had it not been for his Indians he would no doubt have been killed by the pack of fierce wolves that had attacked him.

The apprentices were anxious to hear the story and George said: "We were just six days from the post. The going was pretty good for the dogs but as it

was my first time on snowshoes, I found it impossible to keep up the pace, and fell behind, intending to plod along and catch up with the Indians when they made camp. I was going along slowly when I heard a pack of wolves behind me. My rifle was on the sleigh, which had long since got out of sight. I thought the best thing I could do was to "shinny" up a tree. I got off the ground just in time. The wolves kept howling around the tree for sometime then seeming to get tired, they all left with the exception of one. He kept up his howling and tried his best to get at me. I was growing very cold and was just making up my mind to get down and have it out with that one lone wolf when I saw the other wolves coming back and *bringing two beaver with them!* They almost had the tree on which I was roosting cut down when my Indians came on the scene and drove them off."

No Fur Trade War

H.B.C. Not Paying, as Reported, Extremely High Prices for Furs to Drive Out Independent Traders.

By W. M. CONN

RECENT press notices to the effect that the Hudson's Bay Company are paying extremely high prices for furs in Northern Manitoba and Saskatchewan, for the purpose of driving out small traders, are misrepresentations of the facts and wholly inaccurate.

During the past few years the Company's competitors rushed the prices of furs to the limit, and the recent phenomenal decline in fur values brought about many heavy losses.

It is the policy of these traders to recuperate their losses, if possible, during the present season, at the expense of the trapper, by paying extremely low prices, while on the contrary, the Hudson's Bay Company are adhering to their well-known policy of paying a fair market price.

There is no "Fur Trade War"; it is merely a gambler's objection to the sane business methods which have been consistently employed by the Hudson's Bay Company for more than two hundred and fifty years.

A VISIT TO OLD FORT "PRINCE OF WALES" ON THE BAY

By CHRIS. HARDING, *District Manager, Nelson River*

DURING the late summer and fall of 1920 I had the experience of a short stay at Port Churchill, and fortunately was able to visit the ruins of old Fort "Prince of Wales," one of the strongest fortifications of its day in North America. It lies today a mass of crumbling rock and masonry, truly a relic of bygone days.

Many famous adventurers and navigators have visited this point in the past but none came to stay, and those who were compelled to remain met with death and disaster. As early as 1686 the Hudson's Bay Company established a trading post here, but the present structure was not commenced until a much later date.

The Fort, which is well defined, is a square building with projecting V-shaped buttresses at each corner. I counted thirty-six cannon of two sizes on the bastions. The larger of these are about twelve feet long, all rusty and covered with willow growth. The stone houses inside the Fort have long since fallen in, no doubt destroyed by La Perouse when the Fort was captured by him in 1782. The decay is internal, as the outside walls are as solid as ever though much weather worn. The archway, which is the only inlet, has fallen into ruins.

I found following names carved on the rocks outside the archway: Henry Robinson, Rotherhith, 1733; Gilford Long, Rotherhith, Facit 1754; Wm. Mathews, Rotherhith, 1755.

A window sash still hangs in one of the lower windows facing the east. There appear to have been four wells, one in each corner of the fort, which are now filled up with debris. These I suppose contained the water supply intended for the inmates of the fort in case of siege. In those days fighting was in progress between the English and French for the supremacy of Hudson Bay. One is much impressed with the desolation of the surroundings and the imposing structure of this ancient fortress. I tried to picture the past and wondered what kind of men were those who came, lived, and labored on such inhospitable shores.



Ancient bulwark of H.B.C. trade in ruins

It was from here that Samuel Hearne made his three famous journeys which resulted in the discovery of the Coppermine river and the Polar ocean. It was here that Moses Norton, governor of Fort "Prince of Wales," a full-blooded Indian, ruled with a rod of iron. He died here eventually. I looked around in hopes of finding the old burial ground or some remains as a relic but all is barren.

The old wagon or sled trail where the rocks were quarried is still discernible. The old fort is well situated at the mouth of the Churchill river—the latter was named after Lord Churchill, Duke of Marlborough, and a former governor of the Hudson's Bay Company.

Nature has certainly been niggardly in not bestowing a haven of refuge for shipping on the Western side of Hudson Bay, a distance of one thousand miles of coast line stretching from Cape Henrietta Maria to Chesterfield inlet. Churchill harbor is an oval basin about seven miles by three miles broad. The entire basin is strewn with boulders of all sizes and at low water it is difficult to make a landing even in a small boat drawing two feet of water.

There is a channel, in which the depth of water varies according to the tide, in abnormal low water three and a half fathoms being measured, and at high tide about six fathoms. These tides are the cause of strong currents of at least six knots an hour, coming and going everlastingly, and these, added to the strong winds that prevail, cause Churchill harbor to be in a continual state of disturbance. During northeasterly gales, great swells come rolling in, ships often drag their anchors and small boats cannot live.

The Conservation of Fur-Bearing Animals

By J. E. T. ARMSTRONG, Post D.7.

The contributions to The Beaver would indicate that by far the greater number of the members of the fur trade staff are diffident about "writing a piece" for the magazine.

I am quite sure that this is not because of any lack of interest, but because it seems so difficult to find anything to write about.

What we all want is some subject of general interest and one with which we are all more or less familiar. It occurs to me that an interesting discussion might be had by H.B.C. fur trade men through The Beaver on the above subject.

IN many localities the Indians could do a great deal towards the conservation of fur if they would pay more attention to the manner in which they trap their hunting grounds and leave sufficient animals to propagate the various species.

We all know that the Indians, as a rule, pay a good deal of attention to what "The Hudson's Bay Man" says, and I am sure that an earnest effort on the part of all of us would work wonders in conserving the fur trade of the northern districts for years to come.

If the chief and council and Indians themselves were made to understand the benefits that would eventually come of it, I am convinced that in almost every band it would be possible to do a great deal of good along these lines.

In the early days any such propaganda was not as important as at present on account of the fact that the fur-bearing animals were more plentiful, and the Indians of the last generation seemed to realize the importance of leaving animals to breed, much more than do the trappers of today. Also, the extreme high prices of last season were a great temptation to the trappers to kill everything in sight, and if we are to counteract this habit and get back to safe and sane trapping we must use our influence at once before the habit becomes fixed.

Let us have a good discussion on this subject. It is undoubtedly of great interest to every one of us and of great importance to the fur trade. As every

man in the service is familiar with the subject, there should be no excuse for not hearing from every Post from the Atlantic to the Pacific and from the international boundary to the North Pole. What are your opinions?

Come on now—all together! Let us hear from at least one hundred in the next issue. I feel sure the editor will print a book as big as the Company's fur catalogue if you give him the material on this subject.

It is a recognized fact among large corporations that the conferences held regularly among the department heads and the employees do a great deal to forward the interests of their employers. We of the H.B.C. are known as the most loyal army of employees in the world, and even if we cannot have regular conferences and meet face to face to discuss our problems, we now have our very own magazine, which affords us a splendid chance to get together and solve problems. Let us make more use of it in the right way.

You have all been at that good old style of social gathering where each one present had to do something towards the entertainment of the company. Each one had to tell a story, make a speech or sing a song; and if it proves necessary, I would suggest that the Fur Trade Commissioner call on each one in turn to tell his views on a given subject, such as the above.

Moral Courage Required

THE missionary was holding a revival meeting on the Indian reserve. He had at last got an old Indian to promise to become a Christian. The missionary told the old man now that he had accepted the Christian faith he must do as all good Christians do and live with only one wife. The Indian told the missionary that he had six wives at his tepee now and asked what he was going to do with them. The missionary told him he must go home and tell them what had happened and that they must leave. The old Indian sat and cogitated for some time; then turning to the missionary, said, "You go tell them."

R. O. Otten (Hudson Post, Ont.)

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of Those in the Service of the
Hudson's Bay Company*



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Aloofness

SOMEONE said recently that H.B.C. employees are less inclined nowadays than the employees of other companies to assume an air of aloofness where the people or the affairs of some other department than their own are concerned. We are confident that if aloofness ever existed among the many departments and branches of H.B.C. it has long since been consigned to the limbo of forgotten things.

Even riches or royal blood cannot justify indulgence in aloofness. The man who considers that he can stand apart in complacent self-sufficiency and pay no heed to the interests of those outside his own small circle is insensible to the responsibilities of today.

We are convinced that H.B.C. employees of every department are interested in the operations of the other branches and that, without exception, all look with pride at the romantic background upon which the H.B.C. record stands and the adventurous light in which even the present-day operations of the Company in the far North are carried on.

In fact, there are unmistakable signs of even a wider interest being taken by employees at large in the general affairs of the Company, which for all of them adds immeasurably to the attractiveness of the Service.

Made In Canada

THE "Made-in-Canada" movement is receiving fresh impetus from various quarters, but the success of this crusade, which aims at greater Canadian prosperity, is in the hands of that familiar despot, the "Law of Supply and Demand," which causes the "best laid plans of mice and men" to "gang aft agley."

"Buy-in-Canada" or "Buy Canadian-made goods" must come first.

Who is there to convince Canadians that goods made by Canadian factories are equal, at the price, to those produced elsewhere? Patriotism we surely have, but patriotism alone cannot for long bolster weak goods on a normal market. Ruthless competition is king in commerce.

In the interests of Canadian industry and the "Buy-in-Canada" movement, the "Made-in-Canada" label should not become a libel. The label should not be permitted on products which are not worthy of the public's confidence.

The true Canadian will always buy Canadian-made goods in preference to others if his countrymen can show him equal value for the same price. In paper, furniture and shoes this is being done. Why not in other lines?

Repetition

EVERY day for twenty years the old Roman, Cato, rose in the Senate and shouted, "*Carthago delenda est*" (Carthage must be destroyed). At first his colleagues and the Roman populace were unresponsive; but finally, after twenty years, all Rome came to agree with Cato. Carthage was razed to the ground.

H.B.C. standards were not established in a day. High standards ever were of slow growth, requiring generations for reaching maturity. During two and one-half centuries, reiteration—repetition—of H.B.C. policy to officers, servants and customers of the Company and to the manufacturers of its merchandise, has created for H.B.C. standards that are the BEST.

Today, those associated with H.B.C., realizing the value of repetition, daily reiterate that H.B.C. stores, blankets, tea, and other merchandise—and methods and service—are the BEST.

MOOSE FACTORY POST NEWS

A Great Sliding Party

ANOTHER link in the chain which binds the natives and Indians to the H.B.C. was welded recently on the occasion of a "sliding party" given by the district manager, Mr. W.C. Rackham.

A chute had been previously erected from the verandah of Mr. Rackham's house to the top of the river bank. The snow was packed with snowshoes to enable the toboggans to run further. At the beginning the night was dark and a keen wind blowing, but this did not deter the bolder spirits from going "over the top." Soon, however, the moon bathed the scene with its silvery radiance and one after another, toboggans with their happy, boisterous crews could be seen speeding down the bank at breakneck speed. Sometimes a sled would miss the track, and running into deep snow give its occupants a "ducking," but no one heeded that, as it enhanced the fun.

Meanwhile a huge fire had been made some distance from the slide, and round this a crowd of moccassined Indians could be discerned, regaling themselves with mugs of hot tea from a big kettle while their smiling faces betokened their great delight.

For some hours the toboggans ran unceasingly, but the strains of a violin from the district manager's house irresistibly drew the happy crowd within, where, forming up, they commenced an impromptu dance, which lasted into the morning.

The success of the affair can be measured by the fact that a permanent "slide" is being built in sections for all-winter use, so tobogganing enthusiasts will have their hearts' desire when the construction is completed.

H.B.C. Boats Not to Carry Many Ft. Norman Travellers

Boat Building Plans Limited and Prospectors Are Warned Not to Look for Passage Except by Special Arrangement

By A. BRABANT, Fur Trade Commissioner

REPORTS have been current in the press that the Hudson's Bay Company are completing an extensive boat building programme in Vancouver for the Mackenzie river route.

Two gasoline tugs and three freight barges comprise the total of this year's plans, and it is expected that these auxiliaries to the Company's fleet will take care of their own requirements and such outside freight and passenger traffic as they have previously been carrying.

The construction of an H.B.C. river steamer to replace one now in use is unavoidably delayed.

The improvements in the Company's transport system in the Athabasca-Mackenzie district, as in others, is for the purposes of their own trade requirements and not due to any outside influences. Therefore, they wish to warn travellers and prospectors who contemplate using the Company's transport to the Norman oil fields that they cannot guarantee to carry passengers or freight unless previously accepted by their transport department at Edmonton.

PAS MOUNTAIN POST NEWS

SMALLPOX has been prevalent in the lumber camps to the north and east of this Post for the last month and a half. The disease is reported to be of a very mild type, but the Indians on both reserves are warned to keep away



"Their First Lesson"—Breaking young huskies to harness for H.B.C. service in far north

from all communication with any of the workers in the camps. This is causing a certain amount of hardship amongst the Indians, as many of the younger generation are good lumber-jacks and depend on this work for their living.

Pas Mountain is in prospect of being put "on the map" owing to the opening of the government forest reserves to oil and coal prospectors. Already we have had one man all the way from Vancouver looking the ground over and we believe it is the intention of the people whom he represents to bring in an oil drill before spring.

Long Lake, Ont., Post News

MMR. S. A. TAYLOR was up to Fort William for three days to get medical treatment for his old ailment (after-effects of appendicitis operation), and returned via Nepigon Post, where he had the pleasure of renewing many old acquaintances.

The party of twenty timber-cruisers who were working their way to the south end of the lake here, recently sent in to the Post for more dogs to

transport their provisions and were very fortunate in obtaining same, dogs being at a premium in this district.

FORT McMURRAY POST NEWS

THE FREIGHT for Northern Posts is moving in very slowly owing to snow blockade on the railway.

WE HAVE HAD A FEW VISITORS in the past month, looking up real estate and other possibilities, such as the tar sand deposits, which extend for a radius of some fifty miles from this point. One pound of tar sand yields about two ounces of gasoline, extracted by a country-made apparatus. It can be readily imagined from this how many thousands of gallons of the latter commodity are retained in this large area.

THIS DISTRICT is drawing much attention from the fact that an oil gusher was struck at Fort Norman last summer, and we look for a busy season

WITHIN

the last few years the business world seems to have discovered that Life Insurance can be made just as useful in the protection of business as in protecting the home.

The Great-West Life is writing a very large "Commercial" Business.

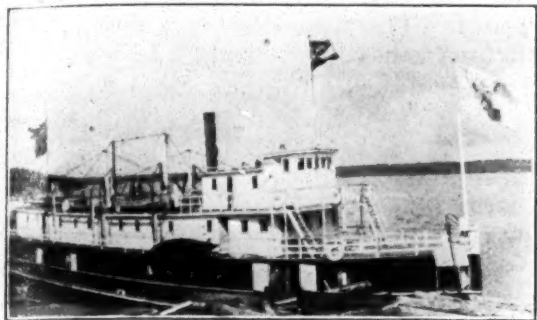
Such business is in itself a strong endorsement. It involves the strictest scrutiny—the most careful weighing of Policy conditions.

For THE BEST available in Life Insurance, Corporations and individuals can find no Policies to equal those of

The Great-West Life Assurance Company

Dept. "D 30"

Head Office: WINNIPEG



H.B.S.S. Mackenzie River

in transport and general business along the line of Posts to the north.

THE STAFF AT FORT McMURRAY consists of Leslie Laing, post manager; J. F. Cunningham, transport manager, the latter with H. N. Petty and E. G. Jones as assistants—all of whom send greetings and a warm appreciation of "The Beaver" magazine.

CAPT. DEACON of the s.s. "Liard River," and Capt. Mills of the s.s. "McKenzie River," together with Engineer Wm. Hay and four carpenters, arrived here recently en route to Fort Smith, where they will spend the intervening time between now and open water putting their respective steamboats in condition for the summer traffic.

THE ABOVE GENTLEMEN are to proceed to their destination with the return trip of the dog sleighs which are bringing out furs. The recent heavy snow storms have, no doubt, proved a severe handicap to the incoming dog trains.

CAPT. MILLS and his carpenters are at work finishing the interior of the dwelling-house, much to the delight of the occupants.

CAPT. HAIGHT, of the s.s. "Fort McMurray," who during the winter months is assisting in the work of transporting the northern freight to Fort McMurray, on account of next outfit, is here waiting the arrival of the aforementioned furs, which he will accompany to Edmonton.

ENGINEER JOHN SUTHERLAND, who has had thirty-eight years' service with the Company, spends many hours daily in his workshop, and utilizes his spare time looking for something to "fix" around the post and store.

NEPIGON, ONT. POST NEWS

MR. H. THOMPSON and family are leaving March 1st for Port Arthur after two years' residence in Nepigon. Mr. Thompson is taking a position as deputy sheriff.

EASTERN PROMOTERS are looking over the ground here with view to establishing an excelsior mill in Nepigon.

MR. M. E. CROUCH is taking out on contract about nine hundred cords of pulpwood from H.B.C. lands near here.

THE COMPANY contemplates placing a new sub-division of town lots on the market in the near future, thus encouraging development through opening of a new pulp mill this spring.

THE VILLAGE OF NEPIGON is promulgating plans to lay a cement sidewalk from the corner of the H.B.C. warehouse to Main Street.

ARRANGEMENTS are being completed with the Hydro-Electric Company and the new pulp mill to install electric lights on streets and houses during May.

THE RESTRICTIONS placed on trapping of beaver and otter by the Game and Fisheries Department have caused many hunters to become discouraged. Quite a number pulled their traps and went cutting pulpwood from Indian lands.

THERE HAVE BEEN fewer deaths this season so far amongst the Lake Nepigon and Red Rock bands of Indians.

MR. G. ANDERSON, our genial book-keeper, has recovered from his operation occasioned by a wound received in France.

MR. GEO. H. CORY is going over the top for H.B.C. in the grocery department as strong as he did for the cause in France.

H.B.C. HAS ITS FLAG at topmast and is going strong, meeting all competition and growing with development of the village. Nepigon branch will be there again at the next Anniversary Celebration!

The Indian Youth and a Grizzly Bear

By N. A. HOWLAND

SASKATCHEWAN DISTRICT

Author's Note.—This story was told me by an old half-breed who formerly acted as a H.B.C. interpreter at an interior post. The truth of the yarn cannot be vouched for by the writer; there is, however, no reason for disbelieving it. Similar incidents known to us have happened to men still living today.

MANY years before the appearance of the Hudson's Bay Company's steamers on the navigable waters of the North, even before the modern rifle was introduced into the Indian trade and just after the old muzzle-loading flintlock gun had superseded the primitive bow and arrow, a Chipewyan Indian was hunting one summer day for signs of small game along the banks of the Peace river, not many miles from the foothills of the Rocky Mountains. His canoe was pulled up on the beach not far away, while he was prospecting along the high banks above. He was examining the ground for tracks as he moved slowly along, pushing the small bushes from his face with his hands. Suddenly, without a sign of warning, something struck him on the head with such force that he was knocked clean over the edge of the bank and plunged headlong to the bottom amid a small avalanche of gravel.

Though stunned, he was still conscious. Dazedly he put his hand to his head and felt it wet with blood. Suddenly he realized that he could not see. Again he put his hand up and understood. He must have walked into the path of a grizzly bear whilst having his face covered with his arms. Before he knew what had happened the bear had slapped him with its paw, the long sharp claws, tearing the flesh on the scalp, loosened the skin so that it fell down over his face, thus obscuring his vision.

Carefully and painfully he pushed the scalp back into place as well as he could, and though dazed and weak from loss of blood, crawled to his birch bark canoe. He was able to get it afloat and drift back to his camp where there were several families congregated in their teepees in the shelter of the

pinus. The wounded man was quickly helped ashore and crudely bandaged.

Usually the Indians have a wholesome fear of a grizzly bear. Even today an Indian with a good rifle will seldom attempt to kill a grizzly, unless cornered, because of the monster's wonderful tenacity to life and savage ferocity, which renders it a dangerous task under any conditions to molest him.

But there was a certain youth in the camp who appeared greatly interested in the occurrence. In spite of the agony of his suffering elder he pestered him for information as to where he had met the bear. He boldly announced that he was going to start for the place and kill the bear. Thinking that it was only boyish bravado that prompted the lad, the hunters kept no watch on him.

The youngster slipped away in the wee small hours with his muzzle-loader, hunting knife and axe. He pushed noiselessly out into the stream in his canoe and paddled to the place that had been described to him. He had little difficulty in finding where a body had slid down the bank, and the tragedy was written large on the beach.

Cautiously he scouted around, easily picking up bruin's tracks; nor were they hard to follow, for they measured nearly a foot across, being pressed deep into soft earth. He pushed on eagerly in the keenness of his desire to kill the beast; doubtless he was anxious to win his spurs by shewing the hunters that he was worthy to be cut loose from his mother's apron strings, accepted as one of themselves and henceforth relieved of the degrading duties which devolved upon him in his minority. He pressed on but soon became involved in a veritable network of tracks crossing and recrossing themselves.

As he moved about he shouted at intervals, beating on the tree trunks with his axe. At last, growing tired of his exertions he was about to desist when he heard the sound of breaking sticks. Turning, he saw the grizzly coming towards him apparently in no very nice frame of mind at being disturbed.

The Indian lad thrilled at sight of him, and made more noise than ever until he was sure that he would be attacked. Then he became quite still



and stood coolly awaiting the onslaught, with his muzzle-loader in his hands ready-cocked and his hunting knife loosened in its sheath. There was one shot only between him and a horrible death, but he was willing to take the chance.

There is something inspiring in picturing that young lad willingly facing death to do his self-appointed duty in trying to prove his worth to the tribe, by taking revenge upon this marauder for the mutilation of his elder.

Immovable as a statue he stood until the grizzly was within striking distance. As soon as the monster bear raised on his haunches to strike with his wicked claws, the Indian lad moved with incredible swiftness. His gun came to his shoulder. The muzzle nearly touched the hide of the bear over the heart. He pulled the trigger and leaped aside to save himself from the hurtling beast. The gun went flying away from him. The big bear toppled over on his face on the spot where the lad had stood but a second before.

The grizzly almost dug a grave for itself with teeth and claws before its vital forces were expended and it became motionless. It was found later that owing to the animal being so close to the muzzle when the trigger was pulled a hole big enough to put one's fist into had been blown in its side. The shock was so great that the bear was unable to get to his feet again, although it was about five minutes before the animal ceased thrashing about and expired.

Here my story ends. The reader is left to picture the state of mind of the Indian lad's parents when they found that he had gone on this perilous undertaking. They chided him on his return for disobedience, though proud of their boy when they had seen the proof of his skill and courage.

Who Are You ?

A Pessimist?—Is the man who goes around with one eye closed and carries a perpetual frown. He wrinkles up his face, makes himself generally disagreeable and believes the world is going from bad to worse every day. He attempts to side-step everything that is associated with work and says, "It can't be done."

An Optimist?—Is the fellow with a face full of sunshine and smiles and admits that after all the world is not such a bad place to live in and believes conditions are growing better. He tries to inspire confidence in every undertaking and beams on you and says, "It can be done"—and then lets George do it.

A Peptimist?—Is the bird who looks everything squarely in the eye. He sees the opportunity presenting itself, takes off his coat, rolls up his sleeves, pulls down his vest and goes right after it and sees that the work is done.

WHO ARE YOU?

LITTLE JOURNEYS TO
FUR TRADE POSTS OF
THE HUDSON'S BAY CO.

Long Lake Post

LONG LAKE POST, of the Hudson's Bay Company, is situated on the Canadian National railway, two hundred miles east of Fort William, Ontario, at the northeasterly end of Long Lake, at the point where the lake empties into the Kenogami river. It is one of the older posts of the Company, and about ten years ago was essentially an inland post, being situated seventy miles north of the Canadian Pacific railway.

For a short period during the construction of the Canadian National railway, the freight was taken from Jackfish by teams in winter to the south end of Long Lake, a distance of about twenty-four miles, thence up the lake by scow at open water.

Prior to the construction of the Canadian National, the freight was brought up in York boats by the Pic



View of H.B.C. Post Buildings at Long Lake

river, necessitating sixteen portages (two of them being two miles long).

To-day we have only two miles to bring our freight from the railroad, but even now Long Lake cannot be classed as a "line post," owing to the distance of two miles from the station, at which point there are two opposition stores. We see nobody but Indians.

The present H.B.C. staff consists of the post manager, assistant, and chore boy. There is a Roman Catholic church here, but nobody is stationed here in connection with it, and evidently it has seen better days.

The Company formerly did some farming here and horses and cattle were kept. There was also a small steamboat for freighting purposes, but these have been discontinued, being unnecessary and expensive burdens on the Post.

Our travelling is now done by dogs in the winter time and gasoline boat and canoe in the summer.

The Post comprises three buildings; assistant's dwelling, a stable, and canoe and lumber shed.

The lake on which this Post is situated is some fifty miles long by two miles average width, and is singularly free from the usual deep bays and inlets so frequently found in these inland lakes. There is splendid speckled trout fishing in the vicinity, and tourists are beginning to arrive in larger numbers each season. It is also a good moose country.

Cedar Lake Post

THE first mention we have of Cedar lake in connection with the fur trade was in the year 1742, when the great explorer, Verendrye established Fort Bourbon on the west shore of the lake.

The present Hudson's Bay Company's Post, "Cedar Lake," better known locally as "Chim-ah-wa-win" (the seining place), is situated on the south bank of the Saskatchewan river about three miles from the lake and is

of more recent date. The place was established by Joseph Cook about thirty-five years ago. For a short time prior to this it was run as an H.B.C. outpost from Moose lake during the fur season. Cornwallis King, who was in charge of Moose Lake at that time, had the dwelling house taken down and rafted over to its present site at Cedar Lake, which he made his headquarters.

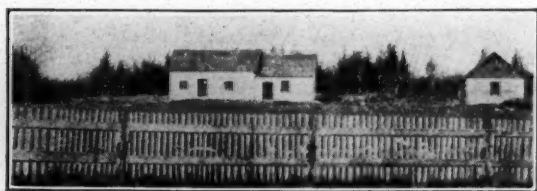
The Indians inhabiting the Cedar Lake district are known as the low bush willow tribe of Crees, having derived their tribal cognomen from the natural surroundings and aspect of the place. Here for miles and miles on either side of the great Saskatchewan river and its numerous dividing channels are found extensive marshlands hemmed in by grey willow bushes and flags, Nature's natural embankments.



Dwelling House, Cedar Lake Post

All that is required to transform these muskrat swamps into a fine farming country is for our government to take the matter up. Here also are to be had amber and yellow and red mineral paints awaiting some enterprising capitalist for its development. The district has great fishery resources. The various wild fowl are also plentiful, including the white swan and grey goose, which may be seen here in thousands during the season. With the planting of wild rice in these marshes or other suitable fowl feed, it would be only reasonable to expect that in another decade great numbers of aquatic wild fowl would make this district their home. Cedar lake would be a hunters' paradise.

—J. G. B. Campbell.



Trading Store and Warehouse, Cedar Lake

How H.B.C. Earned Its Rights in "The Great Lone Land"

*Position of the Great Company in the Vast Territory It
Ruled Colorfully Told in Volume by Colonel Butler.*

By W. E. ANDERSON

IN the year following the Riel rebellion of 1870, the Hon. A. G. Archibald, Lieutenant-Governor of Manitoba, appointed Colonel Butler, C.B., to head a secret commission of investigation for the purpose of sifting certain representations that the local authorities all along the line of the Saskatchewan were utterly powerless to protect life and property from marauders. It was asserted to be absolutely necessary that a small body of troops be sent to some of the forts of the Hudson's Bay Company to protect the posts and settlements along the rivers.

In later years, Colonel Butler wrote a book based upon his experiences during those troublesome times. The title of the book is "*The Great Lone Land*;" the volume has been widely read and should not fail of perusal by every Canadian interested in his country's history.

One finds in "*The Great Lone Land*," of course, many references to the Hudson's Bay Company, as the history of Canada, and particularly that of the West, is so closely bound up with the record of H.B.C. operations. Of all descriptions setting forth the position of the Company and its relation to the great Northland which it controlled, perhaps the following is the most picturesque and colorful:

"... The Hudson's Bay Company alone survives, but today the monopoly is one of fact, and not of law. All men are now free to come and go, to trade and sell and gather furs in the great northern territory, but distance and climate raise more formidable barriers against strangers than law or protection could devise. Bold would be the trader who would carry his goods to the far away Mackenzie river; intrepid would be the voyageur who sought a profit from the lonely shores of the Great Bear lake. Locked in their fastnesses of ice and distance, these remote and friendless solitudes of the north must long remain, as they are at present, the great fur reserve of the Hudson's Bay Company. ... From Pembina on Red river to Fort

Anderson on the Mackenzie is as great a distance as from London to Mecca. From the King's Posts to the Pelly banks is further than from Paris to Samarcand, and yet today throughout that immense region the Company is king. And what a king! No monarch rules his subjects with half the power of this Fur Company. It clothes, feeds and utterly maintains nine-tenths of its subjects. From the Esquimaux at Ungava to the Loucheux at Fort Simpson, all live by and through the great corporation.

The earth possesses not a wilder spot than the barren grounds of Fort Providence; around lie the desolate shores of the Great Slave lake. Twice in the year news comes from the outside world—news many, many months old—news borne by men and dogs through 2000 miles of snow; and yet even there the gun that brings down the moose and the musk-ox has been forged in a London smithy; the blanket that covers the wild Indian in his cold camp has been woven in the Whitney loom; that knife is from Sheffield; that string of beads from Birmingham.

Let us follow the ships that sail annually from the Thames, bound for the supply of this vast region. It is early June when she gets clear of the Nore; it is mid-June when the Orkneys and Stornaway are left behind; it is August when the frozen straits of Hudson are pierced; and the end of the month has been reached when the ship comes to anchor off the sand-barred mouth of the Nelson river.

For one year the stores that she has brought lie in the warehouses of York factory; twelve months later they reach the Red river; twelve months later again they reach Fort Simpson on the Mackenzie. That rough flint gun, which might have done duty in the days of the Stuarts, is worth many a rich sable in the country of the Dogribs and the Loucheux, and is bartered for skins whose value can be rated at four times their weight in gold; but the gun on the banks of the Thames and the gun in the pine woods of the Mackenzie are two widely different articles.

The old rough flint, whose bent barrel the Indians will often straighten between the cleft of a tree or the crevice of a rock, has been made precious by the long labor of many men; by the trackless wastes through which it has been carried; by winter famine of those who have to vend it; by the years which elapse between its departure from the workshop and the return of that skin of sable or silver-fox for which it has been bartered. They are short-sighted men who hold that because the flint gun and the sable possess such different values in London, these articles should also possess their relative values in North America, and argue from this that the Hudson's Bay Company treat the Indians unfairly; they are short-sighted, I say, and know

not of what they speak. That old rough flint has often cost more to put in the hands of that Dogrib hunter than the best finished central fire of Boss and Purdey. But that is not all that has to be said about the trade of this Company. Free trade may be an admirable institution for some nations, making them, amongst other things, very much more liable to national destruction; but it by no means follows that it should be equally well to the savage Indian.

Unfortunately for the universality of British institutions, free trade has invariably been found to improve the red man from the face of the earth! Free trade in furs means dear beavers, dear martens, dear minks, and dear otters; and all these "dears" mean whiskey, alcohol, high wine, and poison, which in their turn mean, to the Indian, murder, disease, small-pox and death. There is no use to tell me that these *four dears* and their four corollaries ought not to be associated with free trade, an institution which is so pre-eminently pure; I only answer that these things have ever been associated with free trade in furs, and I see no reason whatever to behold in our present day amongst traders, Indians, or, for that matter, English, any very remarkable reformation in the principles of trade.

Now the Hudson Bay Company are in the position of men who have taken a valuable shooting for a very long term of years or for a perpetuity, and who therefore are desirous of preserving for a future time the game which they hunt, and also of preserving the hunters and trappers who are their servants.

The free trader is as a man who takes his shooting for the term of a year or two and wishes to destroy all he can. He has two objects in view; first, to get the furs himself; second, to prevent the other traders from getting them. "If I cannot get them, then he shan't. Hunt, hunt, hunt, kill, kill, kill; next year may take care of itself." One word more. Other companies and other means have been tried to carry on the Indian trade, but all have failed; from Texas to the Saskatchewan there has been but one result, and that result has been the destruction of wild animals and extinction of the Indian race."



INDIAN GUIDES dropping canoes down White Chutes in the Nepigon River, Ontario. The river, flowing from the south end of beautiful Lake Nepigon, makes its way by a series of rapids and falls to Lake Superior at a point about fifty miles east of Fort William. The Nepigon district is a sportsman's and vacationist's paradise abounding in game and fish and natural scenic beauty.

H.B.C. Entertains Soldiers' Wives at Winnipeg

About three hundred and twenty-five returned soldiers' wives who are attending the returned soldier farmers' wives convention in Winnipeg, were entertained at a dinner by the Hudson's Bay Company in the Olympia Hotel on the evening of March 2nd.

During supper every woman was presented with a box of H.B.C. chocolates and a souvenir booklet of the Company's 250th Anniversary Red River Pageant.

HOW TO KEEP YOUNG

By H. POUT

General Manager, H.B.C., Vernon

I*f you want to stay young and be a real help to your fellow man, get off your pedestal once in a while, relax and act like a healthy child. Learn to laugh so that it will thrill the other fellow. It helps to make work and life easier for others as well as yourself.*

Sir George Simpson the Empire Builder

By REV. R. G. MACBETH, M.A.,

WITH the transfer of the Hudson's Bay Company fur-trade headquarters for British Columbia from Victoria to Vancouver, February 2nd, it was fitting that the portrait of Sir George Simpson should be brought from the former city to adorn the offices of the Company on the mainland. It must have meant something in the way of a sentimental shock to the good people on the Island to part with the fur-trade headquarters and the portrait of the famous Governor. For Victoria had been founded by James Douglas, one of the ablest men in Simpson's executive; many long years before Vancouver city came on the map.

Douglas Went from Fort Vancouver to Found Victoria

Strangely enough, things have moved historically in something of a circle. It was from Fort Vancouver that Douglas moved to found Victoria when he saw that the American boundary line was going to be allowed by indifferent diplomats to swing northwards and snatch the former from under the British flag. These grim old fur-traders were British to the core. Their great Company had been cradled in the heart-city of that Empire which has sent its adventurous men out to colonize the ends of the earth and the men who served the organization had no desire to change their allegiance or to stand on any other than British soil. So Douglas moved his headquarters from Fort Vancouver on the Columbia river to the new location he named after the young Queen, and now they come from Victoria to a Vancouver once again. But this Vancouver is British and the loyalty of that great Scotsman, Douglas, of the old Columbia river days has come to its own at the spot where the intrepid sea-rover, George Vancouver, entered our peerless harbor a hundred and thirty years ago.

Simpson's Hand Rescued the Fur Trade

And when the fur-trade headquarters recently came to Vancouver it was fitting that the portrait of this famous fur-trade governor should be brought also. For, though the fur-traders had been abroad for a century and a-half before Simpson's time of leadership came, it was his masterful hand which, in 1821, rescued that trade from threatened bankruptcy and ruin. Though incorporated in 1670, the Hudson's Bay Company had never made full use of its vast privileges under the charter which granted it half a continent for fur-trading, till it was stabbed broad awake by the appearance of a rival organization in the North-West Fur Company formed by aggressive Scottish merchants in the city of Montreal. Charter or no charter, these Montreal Scotsmen began a movement westward past Lake Superior into the Saskatchewan country in order to intercept the Indians who were in the habit of taking their great catches of furs to the old company's quarters on Hudson Bay.

Simpson Sent Into Far North by H.B.C. in 1820

But the old company was not asleep. And when, to cut the sinews of the trade to the Hudson's Bay coast-quarters, Frobisher, of the new company, built a fort at Sturgeon Lake in the Saskatchewan, the old company answered the challenge by building Fort Cumberland on the Saskatchewan river a few miles away. Then there was war to the knife between the two companies for more than a score of years till an amalgamation was effected in 1821. Like all other wars it had pretty well exhausted the energies and bankrupted the treasuries of both concerns. But to get the amalgamation of bitter commercial enemies to work smoothly and to recover the fur-trade from collapse, a man with an unusual combination of qualities and gifts and

administrative power had to be found for Governor. That man was found in a young Rosshire Scot, George Simpson, who had been sent into the Athabasca district in the North by the Hudson's Bay Company in 1820.

*Simpson Was Knighted in 1841 as
Empire Builder*

With the possible exception of Semple who had given up his life in the Seven Oaks massacre, where he had gone out to the defence of the settlers menaced by the "Northwestern" Company hostiles, no Hudson's Bay governor was so much spoken of in my boyhood days in the Selkirk Settlement as Simpson, who was knighted in 1841 for his services as an empire builder. It was true that he had to "break his birth's invidious bar," it was quite certain also that he "made, by force, his merit known." For nearly forty years he controlled largely, and in some degree, autocratically, the destinies of the great company and impressed a remarkably strong personality on the history of the country.

*Constantly Travelled Over Wide
H.B.C. Domain*

George Simpson was well endowed physically. With powerful shoulders and deep chest and generally compact build, he was capable of an endless amount of work and was possessed of unflagging energy. He had an affable manner, genial disposition and a strongly developed knowledge of human nature. With astonishing tact and diplomatic skill he reconciled former enemies and got them all working in harmony in the service of the Company. Putting his geniality and strength into an active combination of qualities, he exercised his office with a strange mixture of benevolence and despotism which suited the period and the land in which he lived. He had much fondness for the spectacular and in his constant travelling over the wide domain of the company, he dressed elaborately, had decorated canoes, gaily caparisoned horses, was accompanied by the skirl of the bag-pipes and entered the trading posts with great ceremony and splendor. And he was received with equal pomp. Bonfires blazed and guns saluted when the governor came. No doubt he had some personal fondness for this sort of thing

but he had a deeper purpose in all the display. He had to deal with a primitive people, especially with the many thousands of Indians and half-breeds all across the continent. And these impressionable people are always susceptible to the influence of pomp and circumstance.

*He Realized Power of Dignity in
Elaborate Costumes*

As a matter of fact, and, apart from primitive times altogether, Simpson had hold of an important consideration in relation to human nature. There is such a thing as being too democratic. There is some value in the Windsor uniform, the robe of the judge, the tunic of the policeman and the presence of the mace as elements in the preservation of law and order. On western frontiers we know the remarkable power of the men in the scarlet and gold of our famous mounted police, and it has long been understood that criminality is far more rampant in countries where judges sit coatless to try cases than in places where the administrator of law, in gown and ermine, conducts, with dignity, a British court. When we look back on Sir George Simpson from our date we may think his moods and customs were peculiar, but to his contemporaries they approved themselves as being tremendously effective, aided as they were by his great ability and powers of diplomacy.

*Travelled Overland From Hudson
Bay to Pacific in 90 Days*

Perhaps nothing is more suggestive of Simpson's thoroughness and stupendous energy than the fact that in 1822, the year following his appointment, he made the overland trip from Hudson Bay all the way across to the Pacific by lake, river and trail in the almost incredible space of ninety days. Out of these he spent sixteen at the important posts, in each of which he held a sort of court after his imposing entry. Later on in order to enlarge his knowledge of men and trade, he made his famous trip around the world at a time when few attempted such an undertaking. The records of that journey throw some remarkable light on conditions in Russia and other countries.

(To be continued)

Paying Indian Treaty Money in Lake Winnipeg District, 1892

*The Experiences and Impressions of an H.B.C. Man
Assigned to Help Distribute Government Funds
to Redmen of Manitoba.*

By C. H. FRENCH, District Manager, British Columbia

I ENTERED the service of the Honourable Company in Lake Winnipeg district shortly after the last Riel rebellion. My duties were to follow the treaty payments. Wherever the government had a treaty with the Indians, each member of an Indian family received \$5 per year, councillors \$15 and chiefs \$25, in addition to fishnets, tea, tobacco and seeds. The Company contracted to deliver the money necessary to pay this treaty obligation at each reserve, as well as biscuits, brooms and other supplies to all schools. In that country each child attending school was given two hardtacks for mid-day luncheon.

In distributing "treaty money," we arrived at a reserve at, say, 3 o'clock in the morning. The Indians had gathered from all sections, decked out in all their finery, as this was the big day of the year. We immediately erected a large tent for our store, then unloaded our trading goods. Soon breakfast was ready. The Indian agent, his secretary and doctor meanwhile had arrived in their own boat, and after breakfast the agent inspected the stock of goods exposed for sale.

Should there be Florida water, pain-killer, too gaudy jewelry or picture hats for the ladies, one was ordered to put them away, as the Indian department would not allow the money of these people to be taken from them for such trash. (I may say that the Hudson's Bay Company were never sinners in this respect, but some of the free traders were without conscience, and in spite of the close watch kept on them they managed to barter a considerable quantity of this trash at enormous profits).

The next ceremony was to take over the money necessary for the day's business. This money came direct from the printing office at Ottawa, and was all in new one-dollar bills, num-

bered consecutively. The Indian agent simply took from a certain number up to the number necessary to give him enough to pay that particular band of Indians. The counting was just like turning over the pages of a book.

Now started the interesting part to the native. The head of a family was called up. He came forward with all his family, and after being checked up he got his money, and I can assure you that pages of amusing incidents could be written of this stage of the performance. The head of the family always tried to prove that there were more in the family than could be counted and if his claim was not acknowledged until the next year he was very much hurt.

At this point in the proceedings it behooved the trader to get his work in. He was usually close by with his books and endeavored to collect all debts from each family or would never collect them afterwards.

The tent stores were now busy cleaning up what money the Indians had left, and by six o'clock at night the dancing and big fun was on in earnest. But not for our men. They had to pitch in and pack up goods, pull down tents and load boats so that by nine o'clock we were ready to start for the next reserve, where payment was made the next day, and I can tell you that after battling with a gale of wind all night and undergoing a thousand hardships, we really earned our wages.

The Indian doctor examined every Indian during the afternoon, and when I tell you that I have seen Indian women sit down in a chair in the open, with dress pulled down to the waist and one of the breasts cut right out (this without chloroform or anything else to deaden the pain), you will hardly believe me, but such is the fact. These women had cancer of the breast, and this treatment was very common.

The treaty paying went on until every tribe in the district was paid. This required nearly all summer, after which other work was found until snow came.

At a place on Lake Winnipeg there was some trouble between the Indians and the missionary, and Mr. Indian refused to allow the school to be kept open. In order to get the government grant it had to stay open. My usual luck! I was ordered by the Hudson's Bay Company to help out the missionary and keep things going. School was

opened every day and after a week I had three scholars and finally I believe there were five. But the secret was, the Indian kiddies were very fond of their hardtacks, and I was an easy master.

They were given a few things to do, then I went off for a walk, getting back in time for the lunch hour. After lunch was over, roll was called, a few more lessons were given, and then perhaps I would go fishing and shooting. But the school was kept open and the mission got their grant, and finally the Indians agreed to call the fight off.

Early Explorations by Adventurers of H.B.C.

(Continued from February number)

Arranged by J. PREST

By spring, Hendry's camp had dwindled down to a party of twelve. He now had only two pounds of powder in his possession, but his party were rich in furs. As the time approached to build canoes, the Assiniboines began gathering at the river banks. Young men searched the woods for bark. Old men whittled out the gun'els. Women pounded pemmican into bags for the long voyage to the Bay. The nights passed in riotous feast and revel, with the tom-tom pounding, the conjurers performing tricks, the hunters dancing, the women peeping shyly into the dance tent. At such times, one may guess, Hendry did not spare of his scant supplies to lure the Indians to York Fort, but he did not count on the effects of French brandy when the canoes would pass the French posts.

Ice was driving in the river like a mill race all the month of April. Swans and geese and pigeons and bluejays came winging north. There was that sudden and wondrous leap to life of a dormant world—and lo!—it was summer, with the ducks on the river in flocks, and long prairie grass waving like a green sea, and the trees bleak and bare against the vaporous sky now clothing themselves in foliage as in a bridal veil shot with sunlight.

The great dog feast was solemnly held. The old men conjured the powers of the air to bless them a God-speed. Canoes were launched on

April 28, and out swung the Assiniboines' brigade for Fort York. It was easier going down stream than up. Thirty and forty miles a day they made, passing multitudes of Indians still building their canoes on the river banks. At every camp more fur-laden canoes joined them. Hendry's heart must have been very happy. He was bringing wealth untold to York.

Four hundred miles down stream, the Blackfeet Indians were met and with great pow-wow of trading turned their furs over to the crafty Assiniboines to be taken down to York. There were now sixty canoes in the flotilla, and says Hendry "not a pot or kettle among us." Everything had been bartered to the Blackfeet for furs. Six hundred miles from their launching place, they came to the first French post. This distance given by Hendry is another pretty effective proof that he had wintered near Edmonton, if not beyond it, for this post was not the Pas. It was subordinate to Basquia or Pasquia.

Hendry was invited into the French post as the guest of the master. If he had been as crafty as he was brave he would have hurried his Indians past the rival post, but he had to live and learn. While he was having supper the French distributed ten gallons of brandy among the Assiniboines. By morning the French had obtained the pick of the furs, one thousand of the

(Concluded on page 34)

A White Whale Hunt in Hudson Bay

Harpooning the Big Porpoises from Eighteen-Foot Canoe is Great Outdoor Sport for Those Who Like Excitement.

By H. F. BLAND
Manager, Severn Post



NO doubt the majority of H.B.C. fur traders have had great sport at some time or other, and I would like to give you one of my experiences at porpoise hunting at Weenusk Post, Hudson Bay.

In the fall of 1915, fearing I would go short of dog feed for the following winter, I decided to try to kill a porpoise, or "white whale," as the people call them here. I made a harpoon out of a socket ice-chisel with a loose handle fastened to the end of a sixty-fathom cod line. My next job was to get an Indian to go with me, and as I had only an eighteen-foot canoe, all the Indians with the exception of one were afraid to go, and even he was rather excited about the hunt as he had never before heard of porpoises being harpooned.

One calm day we started off toward the mouth of the river. When we were well out in the track of the whales, we had to wait until the tide came in, as at low water it is too shallow for the porpoises. Meanwhile I prepared my

harpoon and line. To the end of the line I tied a green spruce stick about twelve feet long by six inches thick. I tied the line in the centre of this stick so that it would act as a drag on the porpoise if I had the luck to harpoon one. After a short time the tide started to come in; also the porpoises, in hundreds.

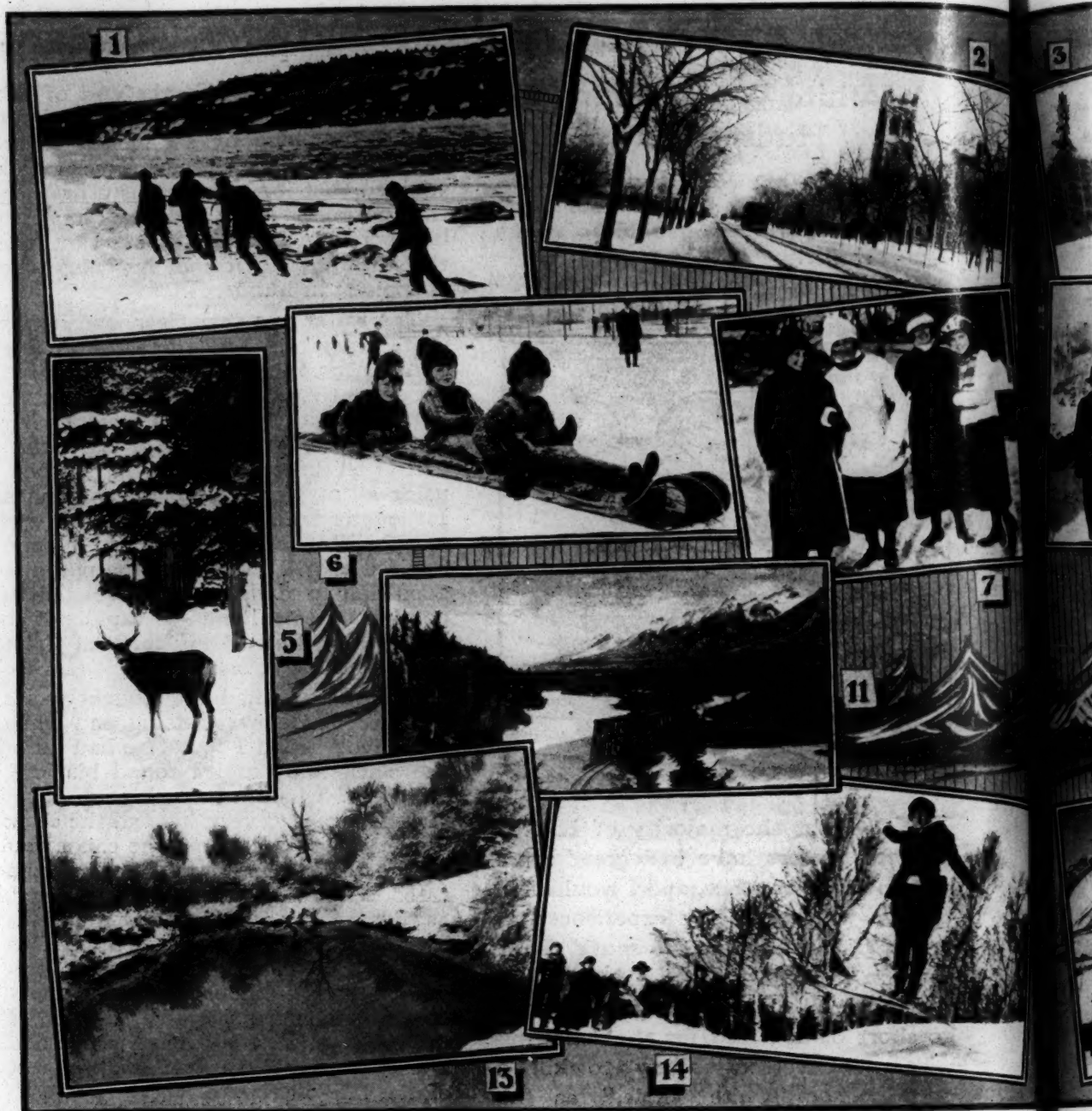
The water was very clear, and it was quite easy to see them swimming about near the sea-bottom. I waited for some time until I saw a big female porpoise, with a young one under her fin, swim under the bow of the canoe. Then I let drive at her with the harpoon, using all my force. For a few seconds I thought I had missed, but as I was still holding on to the line, I soon realized that I had struck the porpoise good and hard, for the line started to go through my hands so rapidly that the friction burned my fingers. I let go all the line at once.

Meanwhile, I had not thought to see what the Indian was doing and when I did look round I found he had all of the slack line tangled round his legs. Now the whale was going off at a terrific pace and very soon all the slack line was played out and the canoe was going through the water at a rapid rate. The Indian was in bad shape, as the line was pulled tightly round his legs and he could not free himself as he had to hold on to the canoe to prevent himself from being washed overboard. After considerable exertion, I managed to free him from the line and I promptly threw the stick and the rest of the line overboard.

For about five minutes the propoise went full speed in several directions, but I could see that the spruce stick was playing him out. At last the stick lay still on the water, so we paddled up to it and started to take in the line, thinking the porpoise was either dead or loose from the harpoon; but we soon found he was exceedingly alive. Off he started again and beat the water round him into foam for a few minutes. Then he turned over and lay still and I put a .44 calibre bullet into his head to make sure he was dead.

We then towed him to the shore. I found that the harpoon had gone right through him just above the left fin.

It had been thrilling sport—and I did not lack of dog feed that winter.



Depicting the Joys of W

Scenes of Canadian Winter Life, from Photographs

1. Tracking boats up the Athabasca River soon after the first snow fall and before the freeze-up. Photograph by Capt. T. P. O'Kelly, Fur Trade Commissioner's Office, Winnipeg.

2. "Snowtime on Hoary Old Broadway, Winnipeg." The top of the Fort Garry hotel may be dimly discerned in the distance. Photograph by Elmer Pugsley, H.B.C. Retail, Winnipeg.

3. On the trail from Fort Dunvegan to Spirit River, in the Peace River District of Northern Alberta, before the advent of the railroad. Photograph by N. A. Howland, Saskatchewan District (Fur Trade).

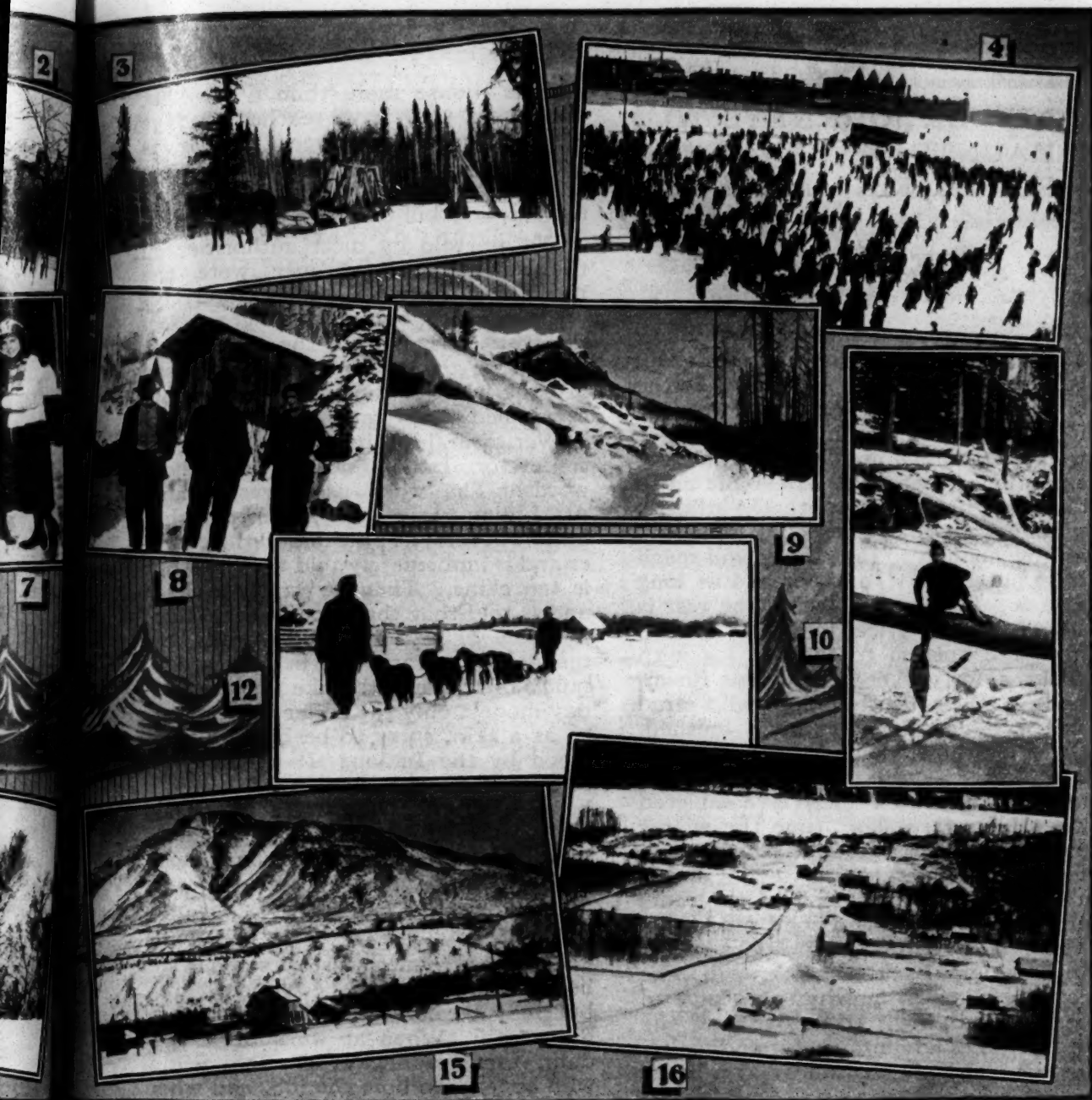
4. Open air skating at the Montreal Amateur Athletic Association rink. Montreal is a famous centre for winter sports in Canada and scenes like this are not uncommon there. Photo by A. M. Irvine, H.B.C. General Agent.

5. In the Canadian National Park at Banff, Alberta. Small herds of nearly every kind of Canadian game are kept at Banff. Photo by F. G. Turner, H.B.C. Retail, Calgary.

6. Typical Canadian kiddies enjoying the "days real sport" at a Montreal toboggan slide. Photograph by A. M. Irvine, H.B.C. General Agent, Montreal.

7. Winnipeg store girls who believe in outdoor life. Below-zero holds no terrors for them when skating on the Assiniboine. Photograph by Mrs. Elverum, H.B.C. Retail, Winnipeg.

8. Winter at the "Molly Gibson" mine in British Columbia. Three of the regular "hands" are shown, with lean-to cook-shack as a background. Photo by B. Lamont, H.B.C. Retail, Calgary.



of Wintertime in Canada

Photographs taken by Members of H.B.C. Staffs.

1. Glimpse of the Canadian Rockies taken from the automobile road at Golden, British Columbia. Photograph by F. G. Turner, H.B.C. Retail, Calgary.

2. Snowshoeing for the pure pleasure of it; something not often done in the H.B.C. fur trade service. Photo by N. A. Howland, Saskatchewan District.

3. Along the branch railway leading to the Canmore (Alberta) coal mines. The scene is near the main line of the Canadian Pacific Railway. Photo by F. G. Turner, H.B.C. Retail, Calgary.

4. Near Fort Vermilion, Peace River. The dog driver is Bob Wilson, son of F. D. Wilson, now retired from the H.B.C. fur trade service. Photo by N. A. Howland, Saskatchewan District.

13. In the first grip of winter. The branches of the trees and shrubbery are freighted with frost. The mirror-like pond reflects the hoary scene in finest detail. Photo by R. F. Anderson, Winnipeg.

14. "The Leap For Life" on skis at a Montreal winter carnival. All the girls participate in the health-building outdoor activities that are offered in a Canadian winter. Photo by A. M. Irvine, Gen'l Agent, H.B.C., Montreal.

15. The Foothills of the Rockies along the Canadian Pacific Railway, fifty miles west of Calgary, Alberta. Photograph by F. G. Turner, H.B.C. Retail, Calgary.

16. Peace River Crossing, Alberta, before the railroad came. The H.B.C. establishment is directly across the river, but unfortunately cannot be seen in our picture. Photo by N. A. Howland, Saskatchewan District.

LITTLE JOURNEYS TO HAUNTS OF CANADA'S FUR-BEARING ANIMALS

THE BEAVER

(Continued from January issue)

As earlier mentioned, beaver dams are made to insure that the water will be *held at the same level* as when the house was built. With the water a foot lower or a foot higher the houses would be uninhabitable except in very exceptional instances. In building a dam every natural advantage is utilized; usually places are selected that are narrow enough so that a tree will reach from one bank to another and as long as a top log can be strung, the rest is easy. Shorter sticks are then placed from the bottom to the top log with about a forty-five degree slope downstream; then brush, sticks and mud are piled up until the job is finished. Owing to the slope and pressure of the water, it is quite easy to hold the material until the dam is completed when in a very short time the willow used in its construction takes root and sends forth shoots which in time forms a hedge and gathers soil at the roots until finally there is a solid mud dyke where once only a few sticks were. In making packtrails through the country all these marshy spots have to be bridged with corduroy and the beaver takes advantage of it and makes his dam with that corduroy as a basis.

Beaver Live to Ripe Old Age

Beaver are long livers, provided they are not trapped. One of their greatest enemies is the coyote, who will easily catch them around their houses during the winter or early spring. Strange as it may seem, the coyote refuses to eat the tail, a part which is regarded by those connoisseurs of wild meat, the Indians, as by far the most delicious of all.

All beaver that have young or are protecting young swim low in the water, showing only that part of the head necessary to let them see, while those with no such responsibilities swim with their heads high out of water. The young have an eye to their own preservation also, and never leave their

parents' house more than a few feet until after they have reached the age of one year. As every Indian is thoroughly conversant with the habits of the beaver, it is quite simple for him to trap and kill only the ones wanted.

We are told by most authorities on the subject that beaver were the medium of trade in the early trade days of the country, but in the strict sense of the word this was not the case. It is quite true that the official terms used in book work of those days referred to their media of trade as the "made-beaver tariff," but in actual trading the trader or Indian never used those words. The word used was "skin." An Indian arrives at the fort with a bundle of furs; he puts one on the counter and is immediately told that its value is ten skins. Then he wants a shawl and is told that the price of that shawl is three skins. In other words the made beaver tariff we have heard so much of was exactly like our present-day money, only the dollar was referred to as a skin, so as to be better understood by the Indian. It perhaps was said that a gun was worth twenty beaver, but may not have been paid for by beaver at all, but by marten worth \$20, twenty beaver being worth perhaps \$200, and if beaver were actually used to pay for the gun, only two skins would have to be tendered.

There are numerous stories about the beaver that cannot be vouched for, but may be here given for what they are worth. When at work building a dam, there is always one old fellow who appears to boss the job, and when placing a log in a difficult position he urges the others to exert every energy and when the job is completed to his satisfaction he indicates it by a whistle. Immediately, all work stops.

(Concluded on page 33)



ESKIMO youngsters at Fort Rae, Great Slave Lake, "rolling the buttons," indicating that the well-known pastime of "African Golf" or the "Galloping Ivories" knows no latitude or longitude.

RESULTS OF PRIZE CONTEST

How They Earned Their First Dollars

Results of Letter Writing Contest announced in December

NUMEROUS entries from all quarters were made in the letter-writing contest, "How I Earned My First Dollar" (or *shilling* as the case might be). Awards have been made strictly in accordance with the terms of the contest announced in December issue, and it is regretted that the judges were under the necessity of eliminating many of the best letters owing to their being more than two hundred words in length or having been despatched later than February 1st.

The first five best letters are printed below:

FIRST PRIZE

A hypnotist came to our town and for an advertisement hypnotised a man and placed him in the window of a clothing store for four nights.

Fearing fire, I was hired as night watchman. First night, very lonesome; second night, good; third night, better. On the fourth night about the mystic hour when ghosts appear and walk abroad, I became very sleepy, and decided to appropriate a few fur coats to make myself a bed on the office floor for the night.

I fell asleep and was dreaming that the subject got out of the window and was chasing me down the street. I suddenly awoke and I knew that someone stood near me. I was scared stiff, when the door of the office was cautiously opened and someone entered.

A match flared in the dark and much to my relief I discerned the face of my employer, who was just returning from a midnight spree. Seeing I had retired, he decided to roll in too.

The subject was removed next morning and I received One Dollar for services rendered.—G. M. McKinley, Traveller, H.B.C. Wholesale, Calgary.

SECOND PRIZE

This happened so long ago that I had almost forgotten, but on seeing the contest again mentioned in the January number of *The Beaver* I decided to enter. It is short and sweet.

When I was a boy eight years of age I was asked by Mr. E. E. Kelly, K.C., of Simcoe, Ont., what a book was. I immediately answered that I did not know, so he explained it to me as follows: "A book is a volume from which we learn to read and write." He then told me he would see me again in a week and if I could answer it again correctly he would give me a dollar. I met him at the time specified and got the dollar. Up to this day I have not forgotten the answer and that was twenty-six years ago.—L. R. Johnson, H.B.M. Dinorwic Post.

THIRD PRIZE

I was a wee strapping, playing kiddie corner with the son of Lord Harris, E. Painter and G. B. Moon at the corners of Hastings Street and Burton Crescent, London, when a four-wheeled cab passed with a man standing on the springs stealing a suit case. He had the suit case on the ground when I yelled "Stop Thief!" and chased him down Thanet Street into a court. A Bobby seeing me running and yelling "Stop Thief" gave chase too, and rounded up the culprit behind a vehicle in the court.

The man was taken to Bow Street, and me with him. He was locked up, and I received £2 10s. 0d. and special commendation by the petty jury.—F. S. Garner, Advertising Manager, Vancouver Retail.

When I was nine years of age, during the school summer vacation, I was playing football outside the local grocery store when the proprietor came out and asked for volunteers to delivery some goods, as the regular delivery man had gone off sick. I immediately offered my services, and that day delivered several parcels for which I got the sum of 4 cents and a bag of sweets. Seemingly my assistance was appreciated, as the grocery man told me that if I would work for the remaining four weeks of my holidays he would give me 25c per week. With visions of unlimited candy, etc., I unhesitatingly accepted the offer, thus earning my first dollar.—G. W. Gauld, Drapery Department, Calgary Retail.

A few years before I had decided what career to take up, I noticed in the evening paper that the Hudson's Bay Company was staging a competition between the boys and girls at school. They had to write an essay on the superior quality of Hudson's Bay Company's wearing apparel for children, and the prizes were different sums of money. I had never earned any money before and decided that it was time to try.

So, according to the announcement, I went to the Hudson's Bay store. There I decided I was going to write on the merit of Hudson's Bay Company clothes for boys. I got all the information I wanted from a tall dark gentleman, who, now I come to think of it, must have been Mr. Pearin.

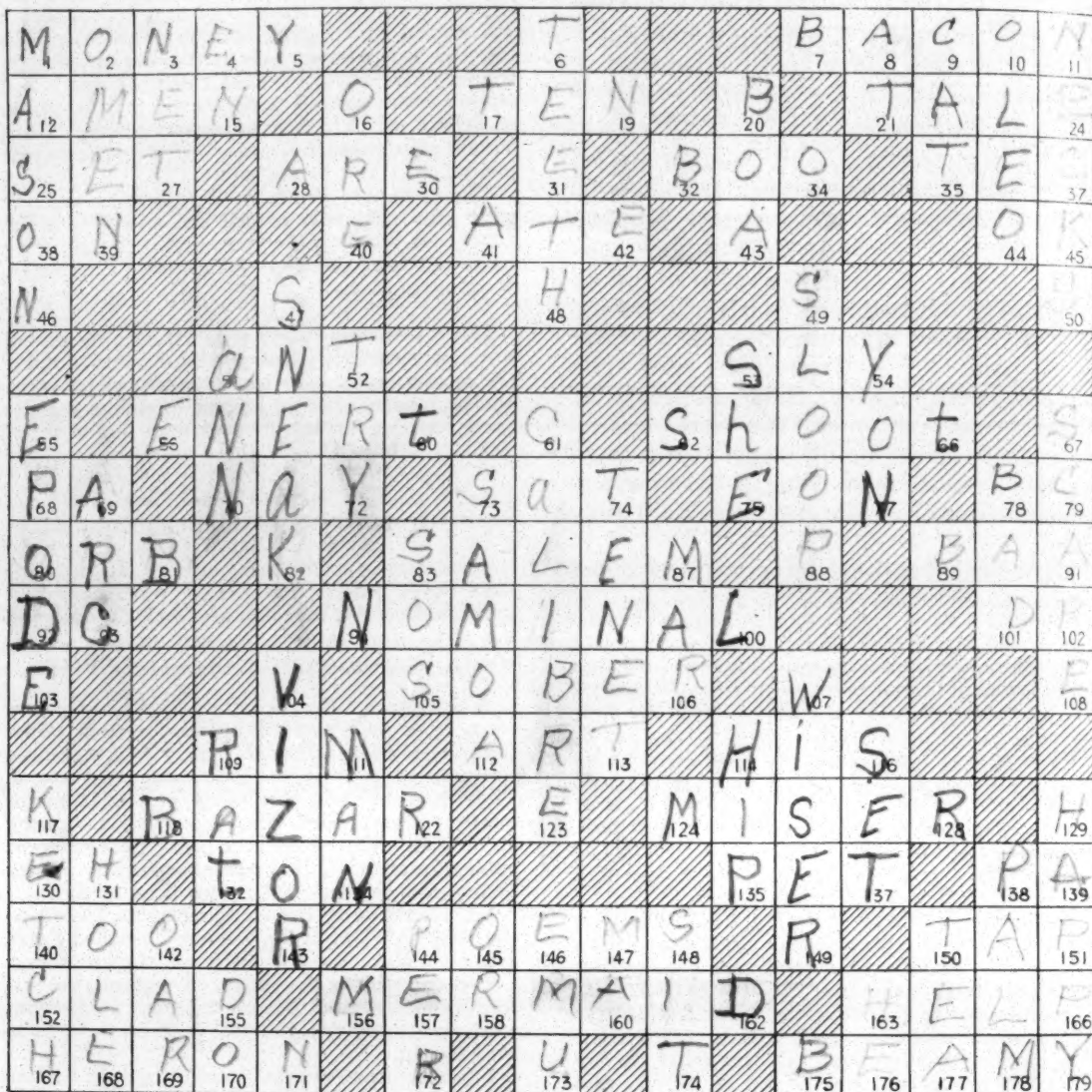
I wrote and rewrote stories galore. After laboring for hours, I was finally satisfied, sent it in, and after waiting through two of the most excited weeks of my life, I received a document, stating that I was a prize winner. I presented same at the wicket on the second floor, and received my prize, consisting of the sum of two dollars—my very first earnings.—Dora Blums, Stenographer, Winnipeg Retail.

Ice!

CONGRATULATIONS are in order for Manager Pout, of the Vernon Store. He was one of the gallant four who so nobly upheld the honor of Vernon in the big bonspiel held February 14th to 19th, and won for the city the grand challenge trophy of the Okanagan Valley; and incidentally for himself a handsome mahogany clock.

CAN YOU SOLVE THIS WORD PUZZLE?

By J. H. A. Wilmot, Fort William District Office



IF you are clever at working out word puzzles, here is one that will challenge your capacity for concentration. Many of our readers, especially the men of the H.B.C. fur trade, who often lack mental diversion at the isolated inland trading posts, will sharpen their wits on this problem. Get out your dictionaries, tie on your "thinking caps" and have a go at it!

The complete list is given on next page of synonyms for the correct words or abbreviations, the individual letters of which exactly fill up all the white squares in the above diagram (one letter to a square). Some of the words are spelled from the top downwards

(reading vertically); the others are spelled from left to right (reading horizontally). Except at the extreme edges, words cross each other, up and down, the same letter appearing in two words, one of which reads down and the other horizontally.

To give you a "send off" on this puzzle, we'll divulge a couple of secrets without Mr. Wilmot's permission. The correct word for squares 1 to 5 is M-O-N-E-Y and for squares 1 to 46 is M-A-S-O-N. Fill in these ten letters for a starter and then—Good Luck!

The correct solution will be published in May issue with names of all those who have found at least 80 per cent. of the right words.

HORIZONTAL

- 1 to 5—A means of barter.
7 to 11—Smoked hogs' flesh
12 to 15—So be it.
17 to 19—Ten digits.
21 to 24—A story or yarn.
25 to 27—To fix for music or to pose.
28 to 30—Verb to be "plural."
32 to 34—A riotous noise.
35 to 37—Abbreviation for a detective.
38 to 39—Prep. denoting above and touching.
41 to 42—Past tense of "To eat."
44 to 45—Correct.
51 to 52—An emmet.
53 to 54—Mean, awful.
56 to 60—Inanimate.
62 to 66—To let fly with force.
68 to 69—Father.
70 to 72—No.
73 to 74—From sit.
75 to 77—A long, indefinite space of time.
78 to 79—A western province of Canada (abbrev.)
80 to 81—A heavenly body.
83 to 87—A small town just outside of Boston
89 to 91—A sheep's bleat.
92 to 93—Eastern state of U. S.A. containing capitol. (abbrev.)
94 to 100—Pertaining to a name.
101 to 102—A doctor.
105 to 106—Not drunk.
109 to 111—A brim.
112 to 113—Application of human skill in making things.
114 to 116—Possessive pronoun singular third person.
118 to 122—Eastern mode of selling goods retail.
124 to 128—Mean man.
130 to 131—A remark of exclamation.
132 to 134—A space by which the burden of a ship is reckoned.
135 to 137—A domestic animal.
138 to 139—Abbreviation of an eastern state of U.S.A.
140 to 142—Also.
144 to 148—Compositions in verse.
150 to 151—A light hit.
152 to 155—Dressed.
156 to 162—A fabled marine creature.
163 to 166—To aid.
167 to 171—A long legged wading bird.
175 to 179—Radiant, emitting rays of light.

VERTICAL

- 1 to 46—A craftsman.
2 to 39—A sign.
3 to 27—An article used by fisherfolk.
4 to 15—Prefix, meaning in or on.
6 to 48—Growths of the jaws
8 to 21—Preposition denoting nearness.
9 to 35—An animal, domestic.
10 to 44—Butter from vegetable oils.
11 to 50—Narrow tracts of lands.
16 to 40—That from which iron is produced.
20 to 43—A serpent of large dimensions.
47 to 82—A mean person.
49 to 88—A vessel with one mast.
51 to 70—A girl's name.
52 to 72—To endeavor.
53 to 75—Pronoun singular third person.
54 to 77—In that place, there, or that, those.
55 to 103—A lyric poem in the longer verse is followed by a shorter one.
61 to 123—Bore of guns.
67 to 108—To frighten.
69 to 93—Portion of circle.
73 to 112—Name of island in South Pacific.
74 to 113—A principle, a doctrine.
78 to 101—Not good.
83 to 105—Ships' call of distress.
87 to 106—To mark, or disfigure.
104 to 143—A movable face guard or helmet.
107 to 149—More sensible.
109 to 132—A rodent.
111 to 134—Male specie of humanity.
114 to 135—Fleshy part of thigh.
116 to 137—To place upright.
117 to 167—A racing craft.
129 to 179—Joyful.
131 to 168—A mean habitation.
138 to 178—The inner part of the hand.
142 to 169—To row with.
144 to 172—Prefix, meaning through.
145 to 158—Conjunction marking an alternative.
146 to 173—An Australian bird.
147 to 160—Mother.
148 to 174—To rest.
150 to 177—A well known beverage.
155 to 170—To perform.
163 to 176—Third person singular (pronoun.)

Stanley Post Notes

THE Rev. Mr. Morris was away for about ten days on a missionary trip to the north.

THERE HAVE BEEN several deaths in this vicinity from the effects of "flu," among others that of Zacarias McKenzie.

OWING TO THE HEAVY SNOW-FALL and storms this winter, travelling is difficult. There is a great deal of slush on the lakes, and the ice is not strong. The lakes are teeming with air holes.

A VANCOUVER man visiting Manitoba recently wrote home and pinned the stamp to the envelope to show how dry he was.

The lovers were returning from a sentimental Saturday afternoon at the seaside, and they had been compelled to occupy the same compartment as a roystering crowd of costermongers. They passed through a tunnel.

"Do you know darling," he whispered as they emerged, "If I'd realized that tunnel was so long I should have kissed you."

"Great Scot," she gasped, "and didn't you?"

WINNIPEG

Winnipeg Anglers Chesty

Challenge All Other Hudsonian Fishermen—Prize Offered for the Best Fish Story and Photo

WHEREAS Messrs. Thomas, Garner, Reeve, Beggs and divers other devotees of Isaak Walton do vigorously, upon the slightest provocation, proclaim their prowess with rod and line, we, Messrs. Hughes and Pugsley, of Winnipeg Store, do hereby challenge these gentlemen *et al*, to show proof.

For the best fish story, accompanied by photograph in witness thereof, we offer a first-class trolling spoon guaranteed to improve even the prize-winner's luck. All Hudson's Bay fishermen are included in the competition.

Here, friend Hughes, help us hold up this one for the nice ladies and gentlemen to see. Attaboy!

How's this for a water-baby? No, No, No! we mean the one *without* the ears and moustache!

Thirty-nine inches long—weight in doubt—no scales—(except the fish's) handy at the time. Persuaded it to come home with us on our return from Minaki, Ontario, last June. Brother Reith's whole family feasted upon its succulent meat.



Messrs. Pugsley and Fish

Memorandum for Mr. Garner: Any steelheads or springs in the Capilano to beat this?

Regarding the kind they catch around Calgary or up Rocky Mountain House way. Oh, well, we suppose they might be alright as *live bait*, but we aren't interested much in the *sardine* industry down in Winnipeg direction.

(Wireless, over our shoulder. Hughes, *sotto voce*): "Tell 'em about the fish we pulled in that was fitted with all modern conveniences, smoking Adventurers of England cigar and wearing glasses." My dear Hughes, you must remember this is to be a *true* story. However, next time we go fishing we must take along saddle and bridle. What for? Why to ride the monsters home, of course—to ride 'em home!

Conditions of competition: No person shall be eligible who enters eels, alligators, bloodsuckers, sea serpents, porpoises, mock turtles, cuttlefish, Ods fish or Kfildfish. "No fair" resting your foot on scales when weighing entries.—Elmer Pugsley.

Nothing Serious

MONSIEUR NEWTON, our indefatigable postage stamp collector, will be much obliged for any tips should you hear of a new sovereign state or post office being established among the Igorottes or Canary Islanders.

GUESS WINNIPEG STORE holds the long-distance record for clubs. There are the gasoline, moustache, kodak and speech clubs. The newest is the swimming club, of which more elsewhere in this issue. Suggested dittoes: Fish-fablers', bachelors and married men's clubs. Latter two vetoed before they got a chance to start.

OUR OBSERVANT FRIEND, DUNBAR, forecasts that vamps are going to be on the medium or short order this Spring. This seems to be a reflection on the tall one. Tut, tut!

MR. AND MRS. FRED PARKER entertained about thirty of the store people in their new home on Thursday night, February 3rd, following an enjoyable sleigh ride. Miss Booth sang. Miss Hutchinson had her face washed—in snow. Mr. Kaufman refused to look sober. Everybody danced, particularly Miss Carson. A visit to Fred's cellar and another to the pantry concluded what was never intended to be a very quiet evening.

Winnipeg Swimming Club

A New Organization Dubbed the "Fin and Flipper" Club

IT is alright to urge upon a man the advisability of taking a jump in the lake, but how is he going to carry out your wishes when people are skating on the lake and hauling dogsleds on it! Dog-gone it!

The upshot of a leisure hour enjoyed by a group of Winnipeg goodfellows in an atmosphere made fraternal by fragrant "Imperial Mixture" was the formation of a swimming club.

The idea was to take a jump in the indoor lake in Cornish baths—apropos of the luxury enjoyed by the ancients. A regular weekly visit will be paid the baths. A membership of twenty-two is already enrolled.

The inaugural was quite a gala. Water polo, fancy stunt exhibitions and races demonstrated the amphibian propensities of the membership. Beware, Mack Sennett's buxom bathing beauties—your laurels are slipping?

The drams of *aqua pura* absorbed by Mr. Mills lowered the supply in the tank. Tom Johnson was a glutton for punishment. Mr. Jones is a regular nymph, while Tommy Crofts' feats made everyone wide-eyed. Somersaulting was Sidney Rogers' forte, while many weird effects were obtained by others who did not intend to be spectacular.

The Shoe Dealers' Convention at Milwaukee

By A. C. DUNBAR, Winnipeg Retail

THE 1921 convention of the National Shoe Retailers' Association with its quota of approximately five hundred exhibitors will go down in history as the greatest that the shoe trades have ever participated in and may justly be termed a living illustration of service and co-operation.

The convention was housed in the enormous convention hall in Milwaukee. It is doubtful if there could be found on this continent any building better suited from point of size and completeness of its appointments, notwithstanding which, all the space on the lower, main and mezzanine floors was reserved months in advance.

Among the exhibits in the Mechanics' hall on the lower floor was a model shoe store with a completely installed shoe repairing plant of the latest type. This was furnished in every detail with the most modern store equipment.

There was the X-Ray "Footoscope," enabling the customer as well as salesperson to see an X-Ray view of the foot inside of the shoe. This contributes to more perfect foot-fitting and exemplifies the scientific advancement being made in this direction. Among the other hundred or more exhibits on this floor were to be seen the products of the great tanneries as well as all kinds of footwear, from men's heavy boots to milady's satin boudoir slippers.

That the convention has been of benefit to both retailer and manufacturer is beyond question as it has given new confidence and vision to the shoe industry throughout the whole country and marked a turning point toward higher ideals in service. That it will be of benefit to the customer is to be hoped—but will only be so in proportion as the retailers are able to translate it in their service to their patrons.

Beg Your Pardon

The following item of news was unfortunately omitted from February *Beaver*: The promotion is announced of Mr. W. R. Ogston to the position of merchandise manager, and Mr. R. J. Hughes to position of service manager in Winnipeg Store. Congratulations!

A FATHER and mother, says a British weekly, had brought their month-old twins to an East London church to be christened. All went well until the rector asked, "And what is this child's name?"

The father drew himself up and replied, "Haig Pershing Foch Marne Mons Lloyd George Clemenceau Jones."

The rector gasped. Then, taking a deep breath, he turned to the mother who was holding the other child. "And the name of this?" he asked.

The meek little woman smoothed her dress and whispered, "Maud."

WHOLESALE—DEPOT

Live Salesmen Cop Prizes in Wholesale Contest

THE end of the fiscal year brought to a close our salesmen's competition, which has been running since last August. The competition was divided into two classes as follows, each offering three prizes:

- (1) Largest volume of business six months ending January 31st, 1920.
(2) Largest percentage of increase over previous six months.

Class (1)—D. Robertson, first; C. W. Baker, second; J. K. Reid, third.

Class (2)—A. Young, first; D. F. Reid, second; R. M. Campbell, third.

Dave Robertson, winner of largest volume prize, is a good type of the young aggressive salesman, always reaching ahead trying to beat his own record. Dave joined the staff of the H.B.C. Wholesale in February, 1918, coming from Richardson & Brown. He covers northern Manitoba and Saskatchewan on the C.N.R. Dave is certainly a hustler and a business getter.



Dave Robertson

Archibald James William Young (Archie), winner of percentage of increase prize, is our youngest salesman. He joined the staff in 1915, went over-



Archie Young

seas as an artilleryman in 1916 and returned to Winnipeg early in 1919. Archie went on the road for H.B.C. in the Spring of 1920, selling confectionery in the city and boosting H.B.C. factory products.

All Salesmen on the staff should keep their weather eye open (yes, there is another competition being arranged.)

Miss O'Mally recently joined the staff as stenographer in place of Miss Congdon.

A. W. Wood has come back to us. He is a "wet" from Saskatoon.

We regret to report the departure of J. W. Meikle from our staff. A hard worker, good sportsman and a cheery soul generally. He will be missed.

Mr. F. A. Vandrick and J. W. Scott arrived from Saskatoon and Regina February 20th, both being delayed in transit.

Mr. C. W. Veysey, our general manager, has gone to the coast for a short visit.

Mr. Freddie Manf was in town recently from Regina, and spoke vaguely of B.P. and Queen Anne. Thought he was quoting history at first. Why don't they keep quiet?

H.B.C. CURLING ASSOCIATIONS, WINNIPEG, 1921

Land Department

SKIP	Games Played	Won	Lost	Stand- ing
Harman.....	9	5	4	.555
Bellingham.....	9	5	4	.555
McDill.....	9	4	5	.444
Joslyn.....	9	4	5	.444

Retail Store

Scott.....	9	7	2	.777
Bowdler.....	9	7	2	.777
Pearen.....	9	6	3	.666
Mills.....	8	5	3	.666
Ogston.....	7	3	4	.625
Parker.....	9	6	3	.555
Tait.....	9	5	4	.444
Sidey.....	9	4	5	.428
MacGregor.....	8	3	5	.375
Healy.....	9	3	6	.333
Sparling.....	9	2	7	.222
Pugsley.....	9	1	8	.111

Wholesale—Depot

A. Thompson.....	9	8	1	.888
Johnson.....	7	5	2	.713
Swan.....	9	4	5	.666
Veysey.....	9	6	3	.625
Poitras.....	8	5	3	.500
Phelan.....	8	4	4	.444
Brock.....	8	3	5	.375
Kinsman.....	8	2	6	.250
McMicken.....	8	2	6	.250
O. Thompson.....	6	1	5	.166

MONTREAL

H.B.C. Eastern Buying Agency News



*New Quarters Being Prepared
for Eastern Buying Agency*

THE Company lately purchased property at 56 and 58 McGill Street, Montreal, which will be remodelled for the use of the Eastern Buying Agency.

The photograph shows the buildings in their present condition, and it is hoped that at some time later it will be possible to show other photographs which depict the results of architects' and workmen's efforts in making a home for the staff of the Montreal Agency, to include warehouse as well as offices.

MR. OGDEN, OF WINNIPEG, Mr. Chasey, of Edmonton, and Mr. A. E. Sparling, of Vancouver, have just arrived in Montreal, and we are expecting visits from the following buyers shortly:

*Miss O'Grady, Winnipeg, Retail.
Mr. Diamond, Winnipeg, Retail.
Mr. Frankish, Winnipeg, Retail.
Mr. Winslow, Vancouver, Retail.
Mr. Dale, Vancouver, Retail.
Mr. Nicholson, Vancouver, Retail.
Mr. McLaughlin, Vancouver, Retail.
Mr. Brower, Calgary, Retail.
Mr. Plows, Calgary, Retail.
Mr. Hayes, Calgary, Retail.
Mr. Brennand, Calgary, Retail.
Mr. Roberts, Edmonton, Retail.*

It looks like busy times for the next few weeks!

WE ARE INDEED glad to again have the pleasure of a visit from Mr. A. M. Ross, from the millinery department, Calgary, who was accompanied by Miss Gibbons. These friends report business as being good—satisfactory

news in these trying times. Mr. Ross, while visiting the East, has engaged the services of Miss Dolby, of Toronto, as designer. She will proceed to Calgary in the immediate future. We would wish Miss Dolby every success and happiness in her new home.

MRS. CLARKE, OF YORKTON, and Mrs. Mars, of Lethbridge, are making their initial buying trip to the East in the interests of their respective branches. We hope that this will be only a forerunner to many visits in the future to this market by these ladies.

MRS. L. McDIARMID, of Vancouver, and Mr. Harold Keith, from Calgary, have been spending several days in Montreal, and are now visiting the New York market.

MR. S. J. C. CUMMING, lately employed as accountant of the St. John's, Newfoundland, Agency, has joined the staff of the Montreal Agency as assistant accountant.

H.B.C. Contribution to McGill U. Endowment

ACKNOWLEDGING the Hudson's Bay Company's recent contribution of \$20,000.00 to the McGill University Centennial Endowment Campaign Fund, Mr. A. W. Currie, principal of the institution writes:

I know that the Governors of McGill University and all its well-wishers will most cordially appreciate this most handsome contribution. It will be regarded as a mark of your appreciation of the service which McGill has in the past rendered to Canada and the empire, and to the needs of humanity. It shows your appreciation of the value of higher education and your willingness to help generously that cause. It is an evidence of your faith that McGill with enlarged facilities will increase her usefulness. It will be the aim of all in connection with our institution to demonstrate that such a faith is justified. This college owes a very great deal to the moral and financial support it received from the late Lord Strathcona, former governor of the Hudson's Bay Company, and to others who were his close associates.

May I say in conclusion that this gift is another proof of that gener-

ous, practical and far-sighted patriotism which has ever characterized your Company.

May I take this opportunity of congratulating your Company on its two hundred and fifty years of useful and successful commercial achievement, and of hoping that the future holds in store nothing but further prosperity for the Company and happiness for all associated with it.

A further official acknowledgment will be forwarded to you from the Campaign Executive.

Yours faithfully,
(Signed) A. W. CURRIE,
Principal.

Real Finger Exercise

TYPISTS' fingers are among the most amazing travellers in creation, and are capable of going tremendous distances without the fatigue that would come to the feet and legs in performing a similar journey. In ordinary typewriting the hand may travel, according to an expert, 10,000 miles a year and not indicate any impairment in efficiency. This refers, of course, to the average typist in an office.

THE BEAVER

(Continued from page 26)

Another story is that the castorum is used to plaster their hair down close to the body, so that water will not penetrate to the hide, but as soon as the beaver comes out of the water it will run off and leave him dry. This is not true. The hair on all water animals lies tight, making a complete thatch over the body, so that when he emerges from the water a slight shake is all that is necessary to free him of water. The natural oil in the hair causes the water to run off quickly and does not require that castorum be used.

Up to 1859, beaver were sold by the pound and were used principally for making tall hats, the fur alone being used and the hide discarded. This mode of purchasing was not satisfactory because when the fur is least plentiful on the animal the hide is thickest, and heaviest, so that it was necessary to have a price per pound set for every season and for every age of the animal.

KAMLOOPS STORE TOPICS

MISS SMITH, manager of the ready-to-wear department, attained ten years' service with the Company on the 8th of January, 1921, having served all the time in the Kamloops store.

WE WERE PLEASED to welcome an old-timer in the person of Mr. E. H. Bambrick, who was employed a great many years ago in the Winnipeg depot, and was transferred in 1904 to take charge of the dry goods department of the Kamloops Store, where he remained for some two years.

FOR THE PAST eight or ten years Mr. Bambrick has been engaged in the manufacture of ladies' wear in Ireland, and owing to unsettled conditions there has disposed of his interests and is now looking for a suitable location to go into business in the west. No doubt many old-timers in the Company's service will be glad to know that he appeared in the best of health and is quite enthusiastic over prospects in this country. Incidentally, we might mention that Mrs. Bambrick was formerly Miss May Hooper, who was employed for many years in the dry goods department of the Winnipeg Retail Store.

THE STAFF EXTEND their congratulations to Miss Smith, manager of the ladies' wear department, and Mr. Fowler, manager of the tobacco department (to be continued in our June number).

MR. J. T. LIDSTONE, of the hardware department, is a very proud father his baby boy having won second prize in the H.B.C. baby contest. Mr. Lidstone says that he sent the photo in a day too soon. On the following day the baby got another tooth.

MR. NIXON, of the shipping department, has won the distinction of being the champion spud grower in a competition against all comers in Canada and U.S.A. in growing potatoes; seed supplied by Messrs. Gurney Ltd., Yankton, North Dakota. Mr. Nixon's winning potato weighed four pounds, four ounces.

Intelligent Salesmanship

It pays to satisfy the customers—and to know that in making the sale you are selling what is best suited to the purpose for which it is required.

BY A. E. DODMAN

Manager Kamloops Store

THERE is a general idea, particularly among many junior salespersons, that the customer knows what she wants and that any effort on the salesperson's part to give advice with regard to the goods being sold might be construed by customer as being officious and impertinent, but as a matter of fact, if advice is given judiciously and conscientiously, there is no surer way of gaining customers' absolute confidence, and when mutual confidence between buyer and seller is firmly established you have most assuredly paved the way for continuous patronage.

To demonstrate the force of this I will relate a little experience I had a great many years ago and in fact very shortly after entering the Company's service.

A customer requested to see some white flannel, and our total stock consisted of three pieces, an electro saxony at 40c, a white Lancashire at 45c and a cream saxony at 60c. I placed them all before the customer in the order of their pricing, and as she did not seem to know on which to decide, I ventured in as polite a manner as I could to ask her for what particular purpose she required to use it and was informed that she wished it to make up into children's undershirts.

Now a child's white flannel undershirt is an article of apparel that most necessarily requires very frequent visits to the laundry, and consequently it was my duty to recommend to her the make that would give most satisfactory wear under those conditions, and I recommended the Lancashire at 45c, whereupon she smiled and said I suppose you want to get rid of that one, or that we were making a little more profit on it, to which I immediately replied that if it were a case of profit on that particular transaction, I should have recommended the saxony at 60c, but that I was far more interested in

knowing that she was receiving the article best suited for her purpose than I was in the amount of profit on that transaction, and that only if she received satisfaction from her purchase could we hope to have her permanent custom and that was what we most desired.

The result of it was she took my advice and I know must have been well pleased, for in the years that ensued I had the pleasure of selling her many nice parcels.

One of the most important things in building up a business, or maintaining one, is to satisfy yourself that what you sell is the article that will give the best satisfaction for the purpose to which it is to be put and thus ensure yourself that you have a satisfied customer and one that will come again.

It was pointed out in the January *Beaver* that the reputation of the H.B.C. stands to-day unsullied. Let us do all we can to have that reputation still further enhanced.

EXPLORATIONS BY ADVENTURERS OF H.B.C.

(Continued from page 22)

best pelts, and it was three days before the amazed Hendry could coax the Indians away from his polite hosts. Two hundred miles more brought the brigade to the main French post, the Pas. Nine Frenchmen were in possession, and the trick was repeated. "The Indians are all drunk," deploras Hendry, "but the master was very kind to me. He is dressed very genteel, but his men wear nothing but drawers and striped cotton shirts ruffled at the hand and breast. This house has been long a place of trade and is named Basquia. It is twenty-six feet long, twelve wide, nine high, having a sloping roof, the walls log on log, the top covered with willows, and divided into three rooms, one for trade, one for storing furs, and one for a dwelling."

Four days passed before the Indians had sobered sufficiently to go on, and they now had only the heavy furs that the French would not take. On June 1, the brigade again set out for York. Canoes were lighter now. Seventy

miles a day was made. Hendry does not give any distances on his return voyage, but he followed the same course by which he had come, through Deer Lake and Steel River to Hayes River and York, where all arrived on the 20th of June.

Hendry in making his report to Governor Isham at York Factory was discredited. Whoever heard of Indians on horseback; he never heard of such a thing. All the Indians he knew came to the Fort in canoes.

So strong was the influence of the Governor in discrediting Hendry's report that he was literally frozen out of the Company's service by being refused permission to again go inland.

It was not until many years later that Hendry's story was accepted and other parties were sent inland to open up trade with the tribes of Indians mentioned in Hendry's report.

Salespeople's Errors

SALESPEOPLE'S errors are the cause of frequent losses to the store. Among the ordinary errors that are avoided by the careful salesman, are the following:

1. *Poor Penmanship.* So poor that time is lost in trying to read it.
2. *Wrong Addresses.* When deliveries are to be made by the store, the salesman should be very careful to get the exact address. The exact spelling of the customer's name, the exact number of the street, whether it is north, south, east or west. There should be no guesswork.
3. *Mistakes in making change correctly.*
4. *Failing to assemble and charge all items purchased.*
5. *Mistakes in Addition.* Very common, but easy to remedy if the salesperson will take time and learn to add.
6. *Mistakes in computing discounts.*

A SCOTCHMAN who was an ardent church-goer was asked what he thought was the attraction. His reply was: "Maun, it's a grand sight to see one maun keeping so many wimmin quiet."

H.B.C. Candy Factory Makes Big Variety of Sweets

High Quality Chocolates Among Confections Produced by Winnipeg Plant



A Part of Candy Factory Staff

HOW many of the readers of *The Beaver* know of our busy candy factory in Winnipeg? Since December, 1916, we have forged steadily ahead despite many obstacles and uncertain markets. Machinery was purchased as the call for increased production demanded and now we have one of the best-equipped candy factories in Winnipeg.

At present H.B.C. is manufacturing approximately three hundred and thirty varieties of chocolates and other candies from the kiddies' penny sucker to *Country Club Chocolates*, the *Peak of Quality* in confectionery. Every day we are devising ways and means whereby our patrons will receive the best service at our command.

Among our products for 1920 were:

"Royal Dessert"	"Luxura"
"Country Club"	"Valley Sweets"
"Delicia"	"Wrapper Top"

The average number of employees carried on the payroll at the H.B.C. candy factory last year was fifty.

Mr. G. Eddington is now factory superintendent. During the short time he has been with us he has applied himself diligently to the position, and we are looking forward to a very bright and prosperous future for the factory.

Fathers in the H.B.C. service! When you buy candies for the kiddies, don't forget to ask for our own make. Young men of the H.B.C.! Take a box of our select chocolates with you when you go out with your best girl. We are endeavoring to make your tastes our tastes and we feel confident that both the kiddies and "best girls" will appreciate H.B.C. quality confections.

EDMONTON

Retail Store Notes

Salespeople Present Smart, Business-like Appearance

THE Management of the Edmonton store feels very proud of the smart and business-like appearance of the salespeople. An effort was made last Fall to have all salesladies wear black, with white neckdress, and this ruling is now being faithfully carried out by the three hundred and fifty employees who constitute the staff.

We venture to say that few stores in Canada could show a more business-like aggregation of salespeople.

Favorable comments are heard daily from visitors and patrons of the store. We may be on the edge of civilization so far as the map is concerned, but we will not take second place from anyone in regard to running a modern store on modern lines.

MR. SECORD has just returned from an extensive buying trip for his ready-to-wear department. Whilst east he visited Montreal, Toronto, Chicago, New York and other centres. Mr. Secord reports the manufacturers of ladies' ready-to-wear and millinery are very optimistic regarding the coming season. The factories are running at full capacity. He also visited several of the larger department stores to have a chat with heads of departments, who report a brisk trade since the new year. Mr. Secord did not find high grade merchandise as cheap as he expected and although materials have depreciated in value labor, is still holding its own.

MR. WALKER, manager of the china department, left for the east on an extensive buying trip.

MR. DAVIS has returned to the store and is now assistant to Mr. Harvey in the furniture department.

MISS GLADYS PRIDEAUX has been transferred from the grocery department to the china department and she likes the change very much.

MR. GOULD, of the carpet section, is wearing a perpetual smile these days. It is the result of his baby daughter having won the third prize in *The Beaver* baby contest.

MR. CHASEY, buyer of the men's clothing and furnishings department, has left on an extensive buying trip to the eastern markets.

ARRANGEMENTS have been made with the Empire theatre for the holding of the H.B.C. spring fashion parade on the stage in conjunction with their regular programme.

Finish of the Hockey Series

ON Wednesday, Feb. 16th, our boys beat the University of Alberta 5-3, unloading a beautiful brand of stick handling and fairly sweeping the 'Varsity boys off their feet.

This victory placed us well in the running for the championship. We had only to beat the Alberta Government Telephones to make the championship practically ours, but the game was lost, 1-5, our team not playing up to their reputation at all.

Now the 'Phones have lost to the 'Varsity, who lead the league.

We have, however, the satisfaction of being the only team which beat the league champions.

We had a splendid team and they have been absolutely loyal to the club management.

We would very much have liked to play at Vancouver against the H.B.C. store team there, but the expense precluded the possibility of the trip.

A very enjoyable affair took place on February 21st, when the hockey team with their wives or "best girls," were invited to the house of the team manager, Mr. Roberts.

Mr. and Mrs. Roberts went out of their way to make the gathering a success, and nothing was left undone which would conduce to the happiness and pleasure of those present.

It is perhaps as well that the hockey league schedule is completed, as our left defense man was enabled to satisfy his propensity for lemon pie, and it can be truly said that he availed himself of the opportunity to the full, and the team manager could not gainsay him.

Jim Howey opined that had a lemon pie been behind our last opponents' goal net we would have had no difficulty in winning the championship.

MESSRS. BRIGGS, HARVEY AND PALLETT have gone east on an extensive buying trip for their respective departments.

MISS BUCHANAN, of the handkerchief section, has severed her connection with the Company to return to her home in Scotland.

MR. JOHNSON has just returned after a lengthy buying trip, having visited all the principal shoe centres, including Kitchener, Toronto, Montreal, Quebec, Milwaukee, Minneapolis and other centres. Mr. Johnson reports a decided drop in prices, which is welcome news indeed.

MR. McCOMB, of the men's furnishings department, is the proud father of a bouncing baby boy, weighing eight pounds.

MR. C. DIGNEY is also wearing a broad smile, having been presented with a new arrival, a baby daughter this time. It is a pity *The Beaver* baby contest is now closed, as both of these proud fathers would have liked to have entered.

The Amusement and Athletic Association, and Its Achievements to Date

IN the fall of 1919, the Amusement Association was inaugurated for the purpose of providing dances, whist drives and concerts, during the winter months of that year for the staff and their friends, and during that season many pleasant social evenings were spent.

The success obtained, and the enthusiasm shewn by the staff at a general meeting held in April, 1920, encouraged the association to extend its operations to embrace outdoor summer games also, and the name of the association

was changed to Amusement and Athletic Association.

First, grounds had to be secured.

The Land Commissioner was approached on the subject and the use of a tract of Company's land about four blocks from the store was granted; also monetary assistance in the form of a \$1000 grant.

With the aid of voluntary labor from the staff, we were enabled to fence the ground, lay out a baseball diamond, football pitch, basketball ground and two cinder tennis courts, besides buying equipment for the various games.

Football—Our football team was entered in the city football league and performed creditably although handicapped by injuries and lack of good reserves.

Baseball—Our baseball team met practically all the teams in the city, and came out with a very good record.

Basketball—This was played by the ladies, and although the number of games played was comparatively small, yet they always acquitted themselves well.

Cricket—Several games were played during the season with rival business houses, the majority of which ended in our favor.

Tennis—The tennis courts were not completed until too late in the season for playing.

Perhaps our greatest success during the season was in connection with the Stony Plain sports on Dominion day, as, although the baseball team met defeat in an exhibition game with the Knights of Columbus team, the ladies' basketball and the football teams defeated the local teams and returned to Edmonton with the prize money.

The grounds were very rough during the season, so in the early fall it was plowed, disced, levelled, and seeded so that this spring it should be in perfect shape for early use.

The activities of the H.B.A. & A.A. this winter were many, and varied.

Dances—A dance every month in the G.W.V.A. Memorial Hall, the finest hall in the city, three such events having already been successfully held.

Whist Drives—Three whist drives have already been held in the cafeteria and more are planned.

Concerts—Two concerts have been staged, in the "Hudsonia" dining room, being very favorably received.

Community Singing—Last but by no means least of our activities is community singing for the staff every morning, which was commenced on November 1st last, and is very popular amongst the staff.

From the foregoing it can readily be seen that the association is very much alive and contributes in a great measure to the happiness and amusement of its members and their friends.

Practically all members of the staff are members of the association, and pay subscriptions, men 25c and ladies 10c monthly.

As in everything else, there are a few who do not see eye to eye with us, but they form a very small minority and are not in the least harmful.

Mr. P. A. Stone, as president of the association, constantly receives the hearty co-operation of the executive committee composed of Messrs. T. Crockett, W. E. Stroud, J. D. McLean, G. Saunders, J. Harkness and Miss Doris McLeod.

Henry Hudson and Church of St. Ethelburga-the-Virgin, Within Bishopsgate

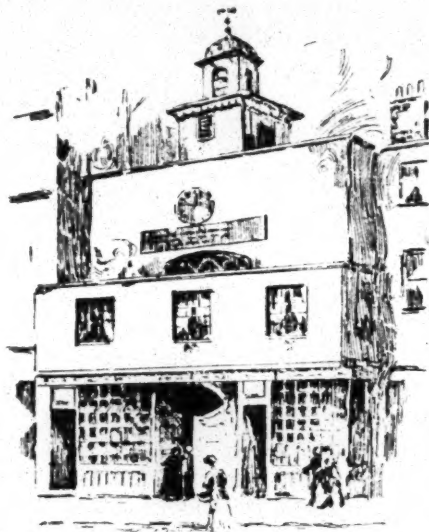
By F. E. M. GOLDSWORTHY, *London Offices*

A FEW doors from the London offices of the Company stands the ancient Church of St. Ethelburga-the-Virgin. This church has an especial claim to the interest of the staff of the Company owing to its association with Henry Hudson the Navigator, the discoverer of Hudson Bay. In this church on April 19th, 1607, Hudson and his crew made their communion before starting on his first voyage of discovery.

The only period of his life of which there is any record extends over little more than four years from April 19th, 1607, when he made his communion in St. Ethelburga's, to June 21st, 1611, when in Hudson Bay, after a mutiny among the crew, Henry Hudson and eight companions were set adrift in a small boat and never again heard of. Nearly the whole of this time was occupied by his four voyages, all of which were undertaken in search of a short northern passage to the eastern shores of Asia.

Henry Hudson's presence at this service in St. Ethelburga's is one of the few things that are known of him. The record comes from the log of one of his men, John Pleyce by name, who, it seems, used Hudson's notes. I quote it here as it stands in Asher's work, edited in 1860 for the Hakluyt Society.

"Anno, 1607. Aprill the nineteenth, at Saint Ethelburge, in Bishop's Gate street, did communicate with the rest of the



Church of St. Ethelburga-the-Virgin

parishioners these persons, seamen, purposing to goe to sea foure dayes after, for to discover a passage by the North Pole to Japan and China. First, Henry Hudson, master. Secondly, William Colines, his mate. Thirdly, James Young. Fourthly, John Colman. Fifthly, John Cooke. Sixthly, James Beunery. Seventhly, James Skrutton. Eighthly, John Pleyce. Ninthly, Thomas Baxter. Tenthly, Richard Day. Eleventhly, James Knight. Twelfthly, John Hudson, a boy."

There is no record of the foundation or early history of the church, but it would appear from its dedication to St. Ethelburga, who was the first Christian Saxon princess, daughter to Ethelbert,

(Continued on page 47)

CALGARY

Retail Store News

MISS SANDERSON has joined the ready-to-wear staff after five years' service in the H.B.C. Macleod store.

MISS COWE has returned to the ready-to-wear alteration room after a most enjoyable visit of over six months to the old country.

MISS FRANCIS BEALE has been transferred from the office staff to the millinery department. Everyone in the store knows Francis, and will wish her well in her new position.

MRS. THORBURN, from the Winnipeg store, has now taken up her duties as buyer in the ladies' fur department. Mrs. Thorburn has been in the service of the Company for ten years, and has many qualities to recommend her for the position she now occupies, not the least of which in the opinion of some people is her nationality.

IN CONNECTION with the entertainment given by the Kiwanis club to the old-timers (ladies only) of Alberta, the qualification for which is thirty years' residence, we have two sales clerks on the second floor who comply with the conditions, Miss Bishop of the whitewear department, and Mrs. Heslip, of the children's section. Who would have thought it?

OVERHEARD THAT MR. GIBSON intends going to Victoria soon to practice golf, so that he can win the Burbridge cup. (Walsh, get busy in your basement, boy.)

WALSH SAYS: "If you want to improve your memory, try lending money to your friends."

HE ALSO says: "We should be as urgent in the matter of our customers getting full value for their money as we are in the matter of collecting full payment."

MR. BROWER, men's furnishings, and Mr. Hayes, men's clothing, have gone east on their buying trip.

MISS ADAMS, MISS PATTON, MRS. McKAY, also Wee Joe Mulholland are due to go this week.

JACK HUNTER speaking to Joe Mulholland: "You know, Joe, what Mark Twain said about fools. Mark admitted that there were a lot of fools in the world, but advised the wise men not to complain, because it was only by comparison with fools that there were any wise men."

WE HAVE A funny little fellow working in the stockroom now by the name of William Henry Campbell, from Londonderry. Sure, an' he is there with the "blarney."

MR. G. BRENNAND, buyer for the music department, is on his way east to obtain some new jazz music, pianos, and jewsharps. We expect to hear some perfectly killing stories on his return.

MISS M. GIRARD, buyer for the art needle department, left for the east recently, and we expect to see some new merchandise coming this way shortly.

We are seriously considering widening and making the silk counter higher, since Miss Gorman and Miss Cheeseman have taken a course of physical training. Pity the poor male member of the department.

WE ARE SORRY we are unable to accept any of the challenges issued by the Edmonton or Vancouver hockey teams at present, but we are willing to accept any challenge in the noble art of boxing, as we have a rough "Diamond" all ready polished up for any coming event.

JOE HAS SHOWN very good taste in selecting his new hat for the trip east. The only thing was it is a trifle too large, but the clerk suggested padding it, until he arrived in New York, and then it would be quite alright.

WHO IS THE YOUNG MAN in the men's furnishings who is engaged to the widow on the second floor, and who said he never could see the advantage of getting in on the ground floor?

SUPERINTENDENT MR. McGUIRE says: "Some men will work eighteen hours a day in order to hang on to a soft snap."

MR. H. N. PARKER, shoe buyer, has just returned from his buying trip. He visited the Milwaukee fair and reports new styles in women's strap slippers in greys, which are going to be winners this season.

Things Look Brighter in Big Eastern Markets

BY MRS. F. CLARKE

I HAVE just returned from my Eastern buying trip. I must say I was agreeably surprised at the conditions.

Everything and everybody seemed most optimistic, and business was certainly coming back to its normal state. There is no doubt but that conditions are now on the mend, and I am convinced we are going to have one of the best seasons the ready-to-wear has ever had.

Although prices are decidedly lower they have not dropped to pre-war levels yet; the descent is so gradual that there is no need for panic. In fact in regard to fashionable materials, in many instances there is a shortage of supply, which will naturally tend to keep the prices up. All important buyers were in the market, and buying quite confidently, knowing that things are now approaching normal. The new merchandise for Spring was most fascinating and unusual and the advent of the new styles is now awaited with much interest.

Curling Popular at Calgary

BY LOU DOLL

WITH but two more rounds left to play off in the schedule of our Big-Eight Curling League, Skips Spalding and Marsh have things pretty much their own way, and unless the schedule is lengthened it looks like a play-off between these two rink leaders.

Both Marsh and Spalding have done some wonderful curling to date and in all their games they have lost but one.

Skip Hutchenson is next in line with three wins and two losses, one of his three victories coming at the expense of Marsh. Smith, who started the season with nothing but "wins," has fallen very much, while the Lambert rink, which was away down the last time we drew up a schedule, is coming strong and is in line for third place along with Gibson, Smith and Salter.

We are satisfied that our first year's curling has been a success. The boys of the store are all delighted with the game, and next season we expect to have at least twenty rinks, not forgetting the fair sex. We want to see the ladies in line with about four rinks to start the season in 1922.

Curling like any other game, will always be successful if it is boosted by all who are interested. In the Calgary store the broom game was taken up by all employees from all parts of the store, and the result was entire satisfaction, no grumbling and no postponed games. We only hope that all H.B.C. stores will keep up the good old game and later we should have a schedule drawn for all the Company's stores to play to.

Uniformity and Neatness in Dress

BY THE STORE MOTHER

IT is a recognized fact that to be correctly and tastefully dressed one must be suitably dressed for the occasion, or occupation, as the case may be.

The pretty party gown may be very attractive and becoming in the drawing room, but next morning, in the round of household duties, the daintiness and simplicity of a fresh gingham frock has its own particular place.

The choice shown in one's dress reveals to a large extent one's character. The general appearance of a staff impresses a customer with either an inferiority or superiority of the class of girls employed. It is not to be wondered at then that the management of any store should be desirous of creating the very best impression in this respect. Neatness and uniformity of dress are therefore two things that must be insisted upon.

A black or navy gown may be made in such a way as to be very attractive, and with white waist for Summer wear is the only really correct dress behind a counter. It is also the most economical. Anything as thin as a georgette, especially with a low-cut camisole, is decidedly poor taste in business.

Then, girls, there is another side to it. A morning toilet carefully made, hair neatly arranged, a daily bath if if possible, and gown carefully put on, creates a respect for oneself with which

to start the day. Moreover, it actually influences one's thoughts and attitude towards others, and to some extent even manners and actions, to say nothing of the respect it commands from one's companions in business.

Word-of-Mouth Advertising for H.B.C.

BY F. R. REEVE

LET us consider for a moment just what the word "advertising" or its sisterword, "publicity," means, as applied to this store. Taking the word in its fullest and broadest sense, we find that it means *"a propaganda carried out by means of newspapers, circulars, booklets, window displays, and interior displays, whereby the public may be brought to view this store, and its merchandise, in a favorable light and make it their logical place for all shopping requirements."* That, in brief, is the meaning of the word "advertising," which through the hands of advertising and display managers is expected to attain the results mentioned. We will suppose that their efforts are successful in interesting the public to the extent quoted above, and the customer is now in the hands of the sales staff. This is the crucial moment. Is the past work to be undone or is the customer—pleased with the treatment you accord him—going to become a permanent and satisfied client?

Each member of the staff should constitute himself or herself an advertising agent of the H.B.C. In the case of the sales staff—"advertise" to your customer that you are an enthusiastic believer in the sound qualities of the H.B.C. merchandise. If you are in earnest you will be believed. "Advertise" by close and personal interest in the customers' requirements, that you are a willing dispenser of H.B.C. service. "Advertise" by means of your own personal appearance, the pride you feel at being connected with the Honorable Company you represent.

To every member of the staff it may be said, "Advertise" the good name of the Company, in your home and in the presence of your friends. Remember, your remarks as applied to the Company bear weight, coming from you as the representative. Each

one of you has at least four or five intimate friends who form their opinion of the H.B.C. from what you yourself tell them. These opinions in turn influence others and so the ripple ever widens for good or bad. I believe the favorable advertising each member of the staff gives the Company has more influence and gives greater results than all the newspaper, booklet and display propaganda put together, and if every member of the staff were to make this resolution,

"I am resolved that I will do all in my power to further the good name of the Company. I promise never to speak against, but always for it. I promise to purchase all my requirements in the store, and if I have any grievance I will never discuss it outside but will seek the remedy with my department manager. I will always remember that in boosting the Company which pays my salary I am helping to boost myself"

there would be no need for an advertising or display manager.

An Inter-Store Field Day in 1921?

WE were pleased recently to meet Mr. Douglas W. Winslow, from Vancouver. Mr. Winslow was proceeding east on a buying trip, but his conversation with us was solely on the activities of the Hudson's Bay Athletic Association as conducted in Vancouver. May we say at this point that we consider the Vancouver H.B.A.A. has a "live wire" in Mr. Winslow as chairman of the sports committee.

Mr. Winslow and our associate editor waxed very enthusiastic over possibilities of an inter-store field day. Personally we do not see why such a field day should not be possible. The stores could hold their competitions and send the winners to the championship meet. We trust that Mr. Winslow will discuss the question fully with his fellow members at Vancouver, and we can assure him that Calgary will listen eagerly to any suggestions Vancouver cares to make along these lines.

Calgary H.B.C. Hints at Resplendent Spring Opening

WE are not going to say very much in this issue about the plans for our next Spring opening, but, in the language of poets, it is going to be a "dandy." Rumors are abroad concerning theatrical performances and turns at the Orpheum and other stunts of a like nature—but no more for the present in case some of the other stores get jealous and steal the idea!

VERNON, B.C.

THE breath of Spring pervades the entire Store. Both department managers and staff are to be highly commended for the wonderful transformation made after the extra work due to stocktaking, which naturally disarranges stocks.

The Sisters' Sewing Circle has swung into line again; no absentees at last meetings.

VERNON BONSPIEL—Elaborate arrangements were made for the visiting curlers during bonspiel week, but owing to extremely mild weather the curlers were compelled to return to their homes without completing games. If we get a week of good cold weather they will return. The Sunny Okanagan is certainly keeping up its reputation for balmy days.

PROSPECTS FOR 1921—Reports throughout the valley indicate a bumper fruit crop, if there are no late frosts. It is also the general opinion that this year will see a bumper wheat, hay and oat yield owing to so much moisture going into the soil. Oldtimers tell us this has been the mildest winter for over twenty-five years.

MR. THOS. M. BONE, assistant buyer of the grocery department, is receiving hearty congratulations in winning the first prize in *The Canadian Grocer* Christmas window contest for cities under 10,000 population, for the whole Dominion. We are all proud of Tom in adding new laurels to Vernon branch.

MISS PHYLLIS RIPLEY, who has been training under Madam Hamilton, is developing a very sweet and powerful voice. She has given several solos in public lately and has been highly commended on the beautiful quality of her voice.

MR. H. BASSETT has been transferred to the boot and shoe department.

MISS GLADYS CRIDLAND has been transferred to the dress goods and silks.

MISS PHYLLIS RIPLEY has been transferred to the wash goods department.

MR. A. J. STEPHENSON has rejoined the office staff at this branch as cashier and ledger-keeper.

Pass It On

MR. POUT SAYS: "No matter whether you be the general manager, buyer of a department or boss of the delivery department, have a kind word for the fellow who makes a mistake and show him how to do better next time, and when someone under you makes good give him or her a pat on the back, a cheery word of appreciation, and you will have a staff bubbling over with enthusiasm and assured success for your store. Pass it on."

VERNON—Gem of the Okanagan

(Continued from a previous issue)

There were no churches. Visiting clergymen from various denominations made periodical trips and it was customary then for everyone to attend, regardless of their own peculiar religious belief, services being held in the school-house.

The first church was built in 1890 and the first newspaper published in Vernon in 1891.

The Hudson's Bay Company was the first business institution to obtain a foothold in Vernon, having started operations as far back as 1887. The store was then the rendezvous for the traders, Indians and trappers.

The old city of Vernon was situated around the Hudson's Bay Company's original store. There were two hotels, the Government House and various residences. Where the Company's

present store stands, there was a large wheat field owned by a farmer named Deloire.

Today, The Hudson's Bay Store is the finest in the Province of British Columbia, with the exception of those at Vancouver and Victoria. A great deal of money was spent on the interior of the store. Honduras mahogany was procured to manufacture the long rows of shelving, fixtures, counters and tables. The store occupies one of the most commanding business positions in the city and is the shopping hub of the Okanagan Valley from Sicamous to Penticton and Grand Prairie to White Valley.

People visiting Vernon are particularly impressed with the excellent displays in every department; also the convenient manner in which all sections are arranged to assist in the selection of merchandise.

Make More Sales by Making It Easier for Customers to Buy

By the Floorman

MOST of us have seen this happen in retail selling: A customer comes in and tells his errand to the first person who give him attention. Possibly that person will hear him through, or nearly through, and then lead him back to some one else with the remark, "Mr. Johnson here will attend to you." Mr. Johnson probably knows nothing of what has passed and opens up with, "What can I do for you?"

Can you blame the ironical customer who replies, "Do I have to tell it all over again?"

Wouldn't it be a finer brand of salesmanship for the man who first dealt with the customer whether he talked over the telephone or to the customer's face to say to the second employee, "Mr. Johnson, this gentleman is interested in that large style of lawn mower shown in our Main street window." Yes, it is a very little thing, but it may turn out to be a big thing to be able to keep the customer's interest moving along in the right direction instead of making him repeat himself and very likely getting him into a nettled state of mind.

Many Hotels Have Right System

I admire very much the fine work that the large hotels can do in getting acquainted with their customers, and using and remembering their names. We are all human enough to appreciate the room clerk's calling us by name a few seconds after we have signed on the register and having him say, "Boy, take Mr. Allison's bag up to 687."

There are many occasions when some such remark as "I'll be glad to send one out to your home for you." "Would you like to have me put this one aside for you? We'd be very glad to order that special size for you," would show a desire to serve and be the means of clinching a sale that somebody is going to make.

Sales Clerks Should Know Stock

And wouldn't it also be fine if salespeople would make more effort to be familiar with the entire stock and lay-out of the store, so that customers could be directed helpfully. There are daily occasions when such service makes extra sales, for having had the chance to talk with a customer or to make a sale of one article, the saleswoman has an ideal opportunity to call attention to something on exhibition "on the next floor right in front of the elevator," or an attractive new lot of goods advertised "in this morning's paper."

People who work for their money are entitled to get pleasure out of spending it. They try to get it. And they usually do. If one store has the atmosphere of indifference, haughtiness or plain "boneheadedness," another is going to profit by it.—T. J.

Life or Death

A minister who guarded his morning study hour very carefully, told the new maid that in no circumstances were callers to be admitted—except, of course, he added, in a case of life and death.

Half an hour later the maid knocked at his door.

"A gentleman to see you, sir."

"Why, I thought I told you—"

"Yes, I told him," she replied, "but he says it's a question of life and death."

So he went downstairs—and found an insurance agent.

VANCOUVER



STAFF of Display Artists at H.B.C. Vancouver Store who are creating trims of marked excellence at coast city branch.

Top row left to right—Miss Dickinson, P. Noye, D. Horspool, H. Goldie.

Bottom row—E. Bell, C. L. Greer, R. Wellsted, G. Mitchell.

Spring Displays at the Vancouver Store

By C. L. GREER, Display Manager

THE season of flowers, birds and butterflies is with us again and the beautiful new styles being shown for spring and summer wear call for dainty window settings.

In seasons gone by we have used the various spring and summer flowers to advantage; on one occasion pussywillows were used throughout the store and windows, and made to look very attractive by using apple blossoms in great profusion. These tiny blossoms were purchased loose and applied directly to the pussywillow branches.

For this season, we plan to repeat in a way the use of pussywillows and blossoms as described above, excepting that the blossoms will be in all the pastel shades.

These soft colorings will be used throughout all the displays. All wooden fixtures are being repainted in French grey.

The background hangings will be in poplins in grey, buff, green and mauve shades.

As Easter comes much earlier than usual this year, Spring opening displays will not be placed until about the 20th March.

The new design of H.B.C. show cards throughout all the Company's stores will be in place soon. The design is in keeping with the high-class show cards in use since the Company's Anniversary Celebration last May. To get business for the coming season will require extra care and thought on the part of the display man.

Every little stunt that can be brought out by the display man without too much expense will help to pull business to the Company's stores.

J. C. Cartwright Joins Horrockses

THE employees of the store regret the parting with Mr. J. C. Cartwright, who was assistant manager of the staples section, and who leaves to represent the firm of Horrockses in the West.

During Mr. Cartwright's several years' work among us he has proved himself to be "true blue"; a keen business man, with his mind always for the Company's business first, but ready whenever occasion warranted it for a bit of good humoured and honest fun. His personality will be missed in the staples section, but we wish him the very best of good luck in his new venture. Before leaving the store, a number of his colleagues and friends gathered around him at closing time and presented him with a suitcase and a writing case with their best wishes.

Sports Committee Meets

A MEETING of the sports committee was held on February 9th, and the following sub-committees were elected:

Grounds Committee—Chairman, Mr. Jardine; Mr. Rudston, Miss Engleman.

Competition Committee—Chairman, Mr. Keele; Mr. Calderhead, Miss Ridley.

Publicity Committee—Chairman, Mr. Winslow; Mr. Keele, Miss Alexander.

Much amusement was caused by the suggestion that Miss Engleman (as the lightweight member of the grounds committee), be deputed to paint the club flagpole. The lady protested vigorously, but, time will prove. Offers of garments suitable for climbing purposes should be made to Miss Engleman, care of glove department.

It is hoped to hold another swimming gala towards the end of March. A groundsman will be appointed to work on the club grounds for several hours each week and we hope to have them in fine shape for the opening of the tennis season.

H.B.C. Hockey

(As seen by two girl fans)

SO far, we have had a most successful hockey season, although Kerrisdale beat us. At least, that old referee said they did, although why he didn't allow those two goals we got we don't know. Seems to us as long as the puck went in the net it should be O.K. However, we'll allow that perhaps he knew best (men don't as a rule, though), and hope for better luck when the teams meet again on March 8th. To pass on, as the authors say, to a more pleasant theme, we beat the Wolvalegs 6-0 on February 8th.

Our goalie's jersey, from an artistic point of view, was a distinct failure, but, judging from the score, it frightened the opposition into fits. By the way, we can't see why anyone except our "Jimmy" is allowed to wear a cap; it gets us all mixed up, and we yell vigorously for Jimmy and find out someone else has the puck. We'll say it doesn't happen very often, though. Our Jimmy isn't that kind of boy, oh no!

The "Sun" did us a great turn when they whacked the champions; in fact, one might say it is a unique event to see the "Sun" shine at night. (No bricks, by request). We just hated to see Kerrisdale lose though—they are such a good-looking bunch.

We wonder if the players ever finish out the little scraps started on the ice. That's the worst of being a girl; one misses all the really exciting things like fights.

The new man, our Mr. Ham's brother, is showing up pretty good, and altogether we look like finishing the season in slap-bang style.—B.B.A.

The Latest Fish Story

By W. R. BOYLE

AN unique fish story was told a H.B.C. buyer by a large manufacturer in New York on a recent buying trip. He repeats it like this:

During the summer at Palm Beach, Florida, there was a school of sharks infesting the bathing beaches. Notices were prominently displayed warning would-be bathers of the danger of going into the water. A young Canadian who was spending a short vacation there, donned his bathing suit and despite all warnings walked down the pier, took a header in and swam out a quarter of a mile or so. The spectators on the beach were horrified to think of the chance this young man was taking and looked on in terrified fascination. They saw shark after shark swim up, look at the swimmer and turn round and swim away; sharks fins cut the water all around the young Canadian, but no shark touched him.

When he returned to the pier, the crowds all pressed round, protesting against his folly.

"I was never in danger," he said, "because I took proper precautions before going in." Immediately everybody wanted to know what the precautions were, so, smilingly, he displayed a small stars and strips flag embroidered on his bathing suit, underneath which were the words "*We Won the War.*" "Even the sharks," you see, couldn't swallow that!" he said.

With Apologies to "Walt"

MR. BOYLE has been in New York of late and he is really up-to-date. With keen eyes on ruffles and short skirts, we must admit he never shirks.

MISS GRIMASON cheers us on the days when everything has gone dead wrong. She helps us over the rough places, and encourages us all to keep pleasant faces.

MISS ANDREWS has added two mountain goats to her collection to keep the butters out.

BUSY LITTLE MISS DAVISON, with dreams of bliss sublime, is feathering her nest piece by piece.

WHILE MRS. STEPHENSON tells tales of long ago and Miss Mac-

Afee's thoughts roam to the far-off promised land. Mrs. Kirby is back to her childhood days with her bobbed curly golden locks and little kilted frock. Miss Clark, of sand paper fame, is quite a saleslady just the same.

MISS WOTTON would a-walking go with Alex in the pale moonlight, but sad to say she cannot yet give the answer "yes."

MRS. SULLIVAN, in her "wee hoos," could display specimens so rare, we think she really bought them at the San Diego fair.

ABOUT MISS HARTNETT we would say that she is prim, but not afraid to tackle anything that comes her way.

Store Events in Progress as We Go to Press

FEBRUARY FURNITURE and Home Furnishings Sale.

SEWING WEEK, presenting the season's new piece goods at the new season's adjustment prices.

FEBRUARY FOOTWEAR sale for women, offering shoes by the best manufacturers, including Smardon-Marsh Classic and Luxura at \$5.00 and \$7.50 per pair—the best values in four years.

PRESENTING NEW SPRING GOODS in all departments, and in great variety.

CREATING a feeling of optimism among our employees that will radiate throughout the city and bring us a record business this season.—F.S.G.

Buyers After New Goods in East

MESSRS. McLoughlin, Nicholson, Winslow, Sparling, Dale, as well as Miss Green, have all left recently for points in the Eastern markets, there to revel in the new season's fashions and to replenish the styles in their departments. We were glad to see them go, but we will be still more pleased to have them back again.

Miss Currie, and Messrs. Clark and Crump also left on February 19th for the latest novelties for the spring season.

HENRY HUDSON AND THE CHURCH OF ST. ETHELBURGA- THE-VIRGIN

(Continued from page 39)

King of Kent, to date from early English times. It was one of the very few churches to escape the Great London Fire.

The church remains much as it was in Henry Hudson's time. It is extremely small, measuring less than 60x30 feet and 31 feet high, and its appearance from the outside is very quaint. It is now, as in the 17th century, hidden behind two shops which stand in the very porch of the church itself, and the entrance is through an archway above which the houses meet. In a record of the churchwardens' accounts there is an interesting entry: "A.D. 1578. Received for one whole yeares rent of the litle shop at the churche dore vj.s.viii.d." It is very easy to overlook the little church so securely tucked away between the adjoining houses. Many years ago the authorities seem to have made an effort to attract the notice of passersby to the church by resorting to the not too dignified expedient of writing **ST. ETHELBURGA** over the archway much in the same way that tradesmen inscribe their names over their shops.

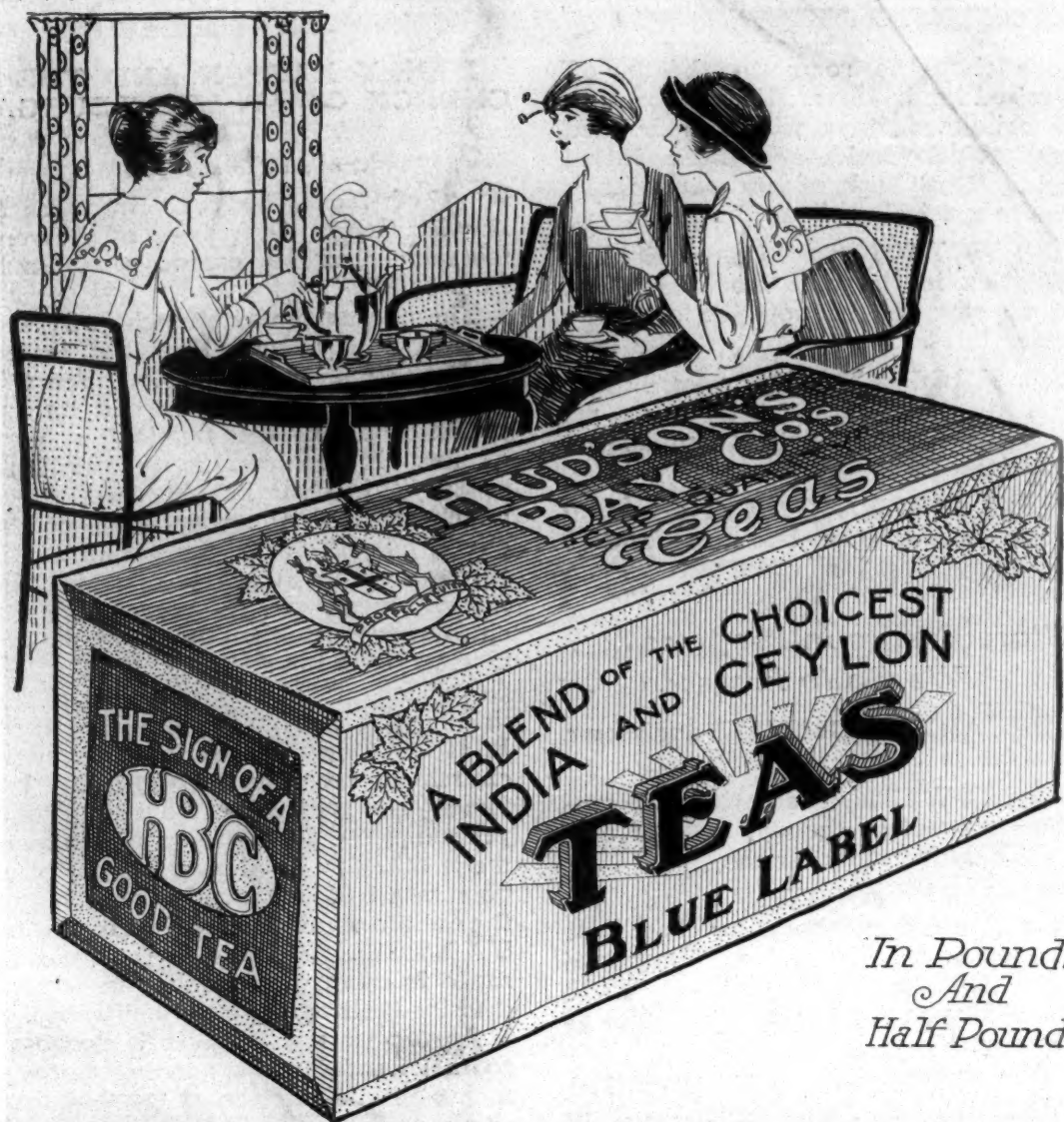
At the present time it is proposed to make some much needed improvements in the interior of the building, and a leaflet published by the church suggests that these might be done in honour of the indomitable, sea-hero, Henry Hudson. In view of the association between Henry Hudson and St. Ethelburga's it is interesting to know that the Company have subscribed towards this fund.

The Super-Nut wandered into a shop in Bond Street.

"I say," he said to the man behind the counter, "could you take that yellow tie with the pink spots out of the window for me?"

"Certainly, sir," replied the assistant with alacrity, "We're pleased to take anything out of the window at any time."

"Thanks, awfully. It's jolly good of you, mus' say," drawled the nut as he made for the door. "Fac' is the thing bothers me every time I pass. Goo' mawning."



*In Pounds
And
Half Pounds*

THE first choice of
the discriminating
Canadian hostess—



Hudson's Bay Company

INCORPORATED

1870